IDG World Update

EMPLOYEE NEWS AND INFORMATION

19 DECEMBER 2016 | VOLUME 46, NUMBER 51 | WWW.IDGCENTRAL.COM

HAPPY HOLIDAYS....FELIZ NAVIDAD....FROHE WEIHNACHTEN....HAPPY HANUKAH...GOD JUL

Celebrations ring in the holidays at IDG, IDC offices worldwide

IDG Sweden's "Great Gatsby"-themed party was just one of a variety of holiday festivities that employees enjoyed in the U.S., the U.K., Germany, Sweden, Mexico and Peru.

SEE MORE ON STARTING ON PAGE 5

Also inside

- Christmas, Kingsday and Diwali: employees talk about how they celebrate their favorite holidays
- See what IDG Global Solutions EMEA is up to
- IDG U.K. employees get in the spirit
- IDC festivities in the IDC global headquarters lobby

Santa's not the only one who likes cookies and milk; IDG Enterprise Events sponsored a dessert tasting.

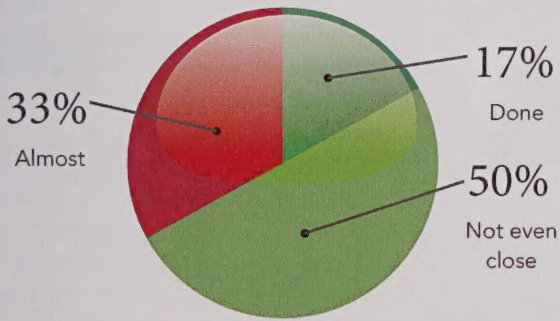
SEE MORE ON PAGE 4

Annual Giving Tree programs in Framingham, Mass., bring cheer to children in need.

SEE MORE ON PAGE 12

Question of the week results

As of the week of Dec. 12, how close are you to finishing your holiday shopping ?



Log on to www.idgcentral.com to vote on this week's question:

Should cell phone calls be allowed on commercial airline flights?

CLICK HERE

IDG

Tech & Marketing News from IDG

IDG Corporate Marketing's "Tech & Marketing News from IDG" newsletter aggregates top stories from tech and marketing news sites related to media, marketing, mobile, social video, the tech industry and press mentions about IDG and IDC. To get on the mailing list, sign up here. Recent selections include:

5 Enterprise Technologies That Will Shake Things Up in 2017 (Network World)

7 Ad-Serving Cos. Band Together To Create Ad Consortium (MediaPost)

Publishers' New Year's Resolution: More Experimentation, Cautious Optimism (Columbia Journalism Review)

IAB: 62% of Connected Device Owners Are Open to Advertising (The Drum)

Christmas, Kingsday and Diwali: IDG employees celebrate their favorite holidays

The editors of IDG World Update asked IDGers from around the world to share their favorite holiday and the reasons why they enjoy them.

Timoshenkova

My favorite holiday is New Year. My native country of Russia doesn't celebrate Christmas so New Years is a combination of both holidays, and it's a big day back home. We decorate a Christmas tree, have a family dinner (the dish every family has on their table that night is a salad called Olivier; it's similar to a potato salad, with the addition of other cooked vegetables and meat), watch fireworks and meet with friends on that night. A tradition that every single family still follows is turning on TV at 11:55 p.m. to hear the president's speech about the previous year and wishes for the upcoming year. It's a must-do thing no matter where you are, and then everyone cheers with a glass of champagne.

Happy
New Year

— ***Olga Timoshenkova****, programmatic media manager, IDG Communications*

Bassi

Christmas is, definitely, my favorite holiday of the year. I love the idea of reuniting family, preparing different dishes, baking cookies and cakes and all sort of sweets together. The smell of Christmas is so warm and familiar, and I anticipate this holiday starting in October, thinking about special Christmas presents for everyone in my family. Our family tradition is to decorate the Christmas tree on Dec. 5, with a soundtrack of traditional Christmas songs by Frank Sinatra, Bing Crosby and Dean Martin. We do not have white Christmases in Brazil, but definitely "I'll be home for Christmas" brings tears to my eyes.

— **Silvia Bassi**, *executive director, Digital Network! Brasileiros*

My favorite holiday is Kingsday on April 27, a national Dutch holiday to celebrate the birthday of our King Willem Alexander. Amsterdam becomes one big party — everybody wears orange (our national color), music festivals spread out over the city, there are flea markets on every street corner, lots of boats in the canals are packed with people and millions of people come from all over the country to Amsterdam. It's total madness. My friends and I drink beer and oranjebitter (a bitter Dutch orange beverage similar to a liqueur) strolling in Amsterdam with no plans whatsoever — we just see where the madness takes us.

Noordhoorn

— ***Joey Noordhoorn****, digital manager, IDG Netherlands*

Dolejs

My favorite holiday is definitely Christmas. I like to receive presents (whoever says they do not is lying!), and this year there will be a special Christmas, as my daughter is now old enough to understand what is going on.

— ***Radan Dolejs****, editor-in-chief, IDG Czech Republic*

Wyles

My favorite holiday is Thanksgiving for a few reasons. It falls in late November when the weather on the U.S. East Coast is just getting cold and before the "When will winter end?" phase has set in. I host dinner for my extended family. Everyone brings a favorite dish or two, and we get to enjoy each other — and eat a lot — before the busy holiday season kicks into full gear.

— ***Janet Wyles****, director of communications, IDG Communications*

Evers

My favorite holiday is Pentecost as it is the ideal time to travel to my secret escape on the Greek island of Crete. The southeast of the island has barely any tourist infrastructure and a still-archaic landscape. Warm temperatures and dozens of Caribbean look-a-like beaches guarantee a splendid time for me and my family.

— ***Ole Evers****, business development director, IDG Germany*

continued on page 3

Swanson

I really like all holidays, but I suppose Christmas is my favorite. I have a tradition in my family of getting up on Christmas morning, opening the stockings, then having a big breakfast — always with a half a grapefruit — before we lazily sit around handing out presents in the afternoon while drinking eggnog.

— ***Erik Swanson**, marketing designer, IDG TechNetwork*

Tesfai

My favorite holiday is, without a doubt, Christmas. My entire family loves it, and we try our very best to participate in as many stereotypical activities as possible to get in the holiday spirit. The two unofficial traditions are that my little sister always picks my parents' Christmas tree (and my mother always complains that it's too big), and I wrap all the Christmas gifts. I think our holiday celebrations look like most other families', containing lots of food, storytelling, movies, board games and a whole bunch of family members. One thing that does differ from most places around the world is that in Sweden Christmas is mainly celebrated on Christmas Eve. Growing up, celebrations at the Tesfai household could start as early as September, due to the fact that my little sister has an unhealthy fondness for Christmas music. Also, being the daughter of two Eritreans I get to celebrate the holiday twice, as the Eritrean Christmas is celebrated on Jan. 6. And with the Eritrean/Ethiopian kitchen being (in my own very subjective opinion) the best in the world I gladly participate in all of the holiday festivities.

"With the Eritrean/Ethiopian kitchen being (in my own very subjective opinion) the best in the world I gladly participate in all of the holiday festivities."

— ***Sidona Tesfai**, project manager, IDG Sweden*

Vacheva

In Bulgaria the celebration of Christmas Eve is even more important than Christmas Day itself. On Christmas Eve families gather and prepare traditional vegetarian dishes: a special pie called banitsa with pumpkin and walnuts, stuffed peppers and grape leaves, an aubergine puree called kyopolou, compote with dried fruits like prunes, apples and quince. We drink mostly grappa and red wine. There is a belief that in order for the coming year to be lucky and fruitful, there should be a minimum of seven dishes on the table and the number should also be odd. It is obligatory to prepare a bannock cake with a coin inside. The oldest person at the table blesses the table and breaks the cake and dedicates pieces to as many houses as are present at the table. Also he gives a piece to every person at the table, starting from the oldest and ending with the youngest. The one that finds the coin in his piece will get luck and money during the year. Some families put booklets with greetings in the pie and everyone gets a lucky piece.

"In order for the coming year to be lucky and fruitful, there should be a minimum of seven dishes on the table."

— ***Neli Vacheva**, country manager, IDC Bulgaria*

Kamath

My favorite holiday is Diwali. It's the festival of lights, and I celebrate with family and friends by lighting up our home with lamps and colorful lights. We get into our best traditional outfits and burst crackers, exchange goodies and have dinner together. There's a lot of cheer around, with most parts of the city lit up to create a festive mood.

— ***Sudhir Kamath**, sales and marketing president, IDG India*

Geary

Christmas is my favorite time of year where families get together and have fun. Life is so busy that it is such a special time to spend quality time with your loved ones. My family tradition at Christmas is to have my family around for Christmas dinner. Since we sadly lost my mum a few years back, my dad comes over to stay on Christmas Eve with his Labrador dog, and they stay until the day after Boxing Day (Dec. 26). My children always say thank God for Grandad, as I really don't like cooking; I just clean up. On Boxing Day we have my brother and all his family and my husband's family over and have lots of fun and games with plenty of food and drinks.

— ***Donna Geary**, operations manager, IDG Global Solutions Worldwide*

continued on page 4

continued from page 3

Favorite holiday

Gill

My favorite holiday is Christmas. I'm originally from the U.K. but have lived in New Zealand for 10 years now. It took a while to get used to a 'hot' Southern-hemisphere Christmas, but now I've come to love it. It's a double celebration of Christmas and summer, so everyone is in holiday mode. Christmas here means heading to the beach, a Christmas day swim and relaxing with friends and family in our Christmas t-shirts. Kiwis usually go for a Christmas day BBQ, but we still stick with the U.K. tradition and go for a full roast Christmas dinner of turkey and ham. This year my partner's family is coming to visit from Ireland, so we're looking forward to introducing them to a Kiwi Christmas.

— ***Yvonne Gill**, senior events manager, IDC New Zealand*

McGowan

I always look forward to Thanksgiving. The holiday represents the ideals — gratitude, affection, togetherness — that all people share. My family is originally from the New York City area. I have many fond memories of watching the Macy's Thanksgiving Day Parade on TV, then catching a little football before settling into turkey and conversation. New York is especially magical during the holidays; there is an energy that becomes even more palpable when you're decompressing from Thanksgiving and looking forward to a new year full of possibility. It's worth noting that President Abraham Lincoln declared Thanksgiving Day a national holiday in 1863, during the nadir of the Civil War. That always told me something: No matter how difficult things may seem, you always have something to be grateful for.

— ***Brendan McGowan**, global media bureau and client research manager, CIO Executive Council*

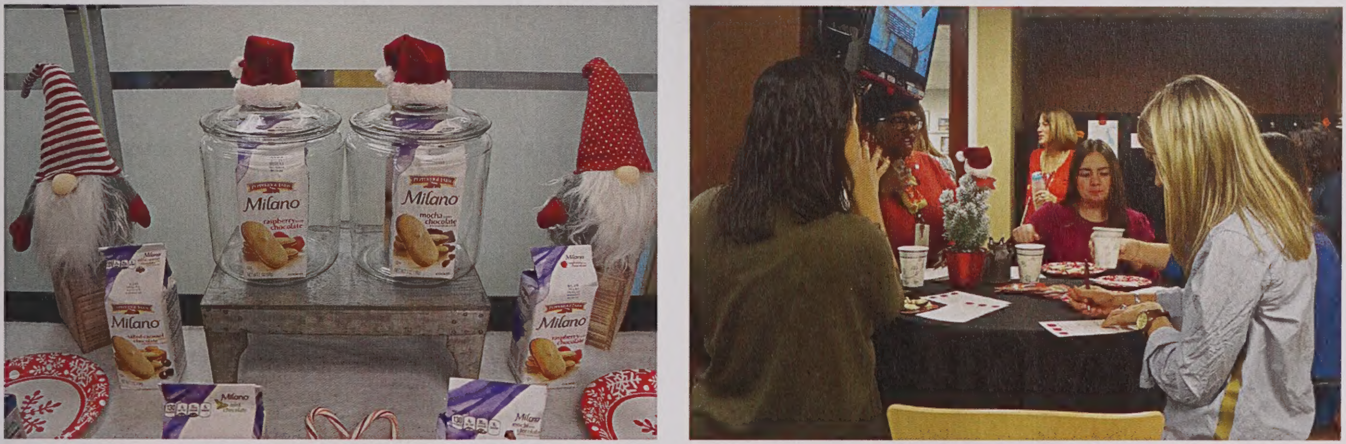
Crivello

My favorite holidays are the end-of-year ones. I have twins who were born the day after Thanksgiving 22 years ago this year, so it's a time to be extra thankful for healthy children with lots of family gatherings. Christmas Eve is spent with my husband's family. There's always a group of 20 or more of us every year, all Italian and Portuguese, so it's all about the fish — how many different kinds of fish dishes can be served in addition to the ones that have to be served — calamari, octopus, shrimp, smelts, oysters and many others. And there's lots of fabulous wine, port and roasted chestnuts. It's always such a fun, festive evening. And I still take a picture of my children on the stairs before they open their gifts on Christmas morning. It's something that continues even as the kids are in their 20s.

— ***Cheryl Crivello**, editorial operations manager, IDG Enterprise*

> "There's always a group of 20 or more of us every year, all Italian and Portuguese, so it's all about the fish."

And the results from the great cookie taste test are in...



Employees from the IDG Enterprise Events group, known for their love of food and social gatherings, sponsored a taste test of 10 kinds of Pepperidge Farm Milano cookies at the fourth floor kitchen of 492 Old Connecticut Path in Framingham. Judges could cleanse their palates with milk and candy canes. The winner: Double Chocolate.

IDG, IDC employees celebrate the season

IDG Framingham

***Alana Dros**, VP, Corporate Human Resources, IDG, IDG Communications; **Sara Scogland**, VP, IDG Human Resources Services Division; **Laurie Butson**, VP, IDG global training and development; **Carolyn Yanuskiewicz**, training and HR project specialist; **Jordan Nuerminger**, IDG training and development coordinator; and **Emily Hanoian**, associate HR representative.*

***Josh London**, IDG CMO, and **Wayne Humphrey**, finance director, IDG Global Solutions.*

Framingham-based IDG Communications employees gathered at SkyBokx 109 to celebrate the season.

IDG
International Publishing Services

***Andrew Sambrook**, general manager, IDG Connect U.S., and **Jim Sullivan**, president, IDG International Publishing Services.*

***Sue Yanovitch**, VP of marketing, IDG Enterprise, and **Michael Latchford**, VP of Alliance Marketing, IDG Enterprise.*

*IDG CEO **Michael Friedenberg** presents **Jordan Neurminger**, IDG training and development coordinator, with a raffle prize.*

IDC Framingham

IDC Framingham staff check out a few of the remaining cards on their Giving Tree during the holiday party.

(L-R): Project Manager **Danielle Schwartz**, Engagement Manager **Amy Catalogna**, VP/ Custom Solutions **Jonanthan Share**, Research Manager **Maureen Kelledy**, Research Analyst **Liz Dolan** and Consulting Manager **Andrea Carson**.

HAPPY HOLIDAYS

(L-R): Senior Staff Accountant **Kathy LaPorte**, Sales Operations Specialist **Dorothy Merullo** and Staff Accountant **Ronnie Lin**.

(L-R): Associate VP **Tricia Henderson**, Research VP **Lynne Dunbrack**, Group VP/GM **Jim Farley** and Group VP/GM **Scott Lundstrom**.

IDC Framingham staff enjoyed cocktails and appetizers at their holiday gathering in the lobby of their 5 Speen Street office.

IDG Sweden

The theme for this year's Christmas party was "The Great Gatsby," and IDG Sweden's staff went all in with the costumes! The dinner party was held at Clustret, a venue with an important history in one of Stockholm's oldest buildings just a few steps away from the Royal Castle.

Andreas Hedberg *(l) and* ***Peter Nyström***.

During the celebration, IDG Sweden handed out awards for outstanding performance in each of seven categories this year:

Innovator of the Year:
Markus Ekberg
Businessman of the Year:
John Sundstrom
Employee of the Year:
Sidona Tesfai
Leader of the Year:
Britta Liljegren
Journalist of the Year:
Lars Danielsson
Salesperson of the Year:
André Kisch
Team performance of the Year:
Mikael Lindkvist, **Anders Wollner**, **Martin Appel**, **Billy Ekblom** and **Andreas Bergsmansgård**.

From left: ***Catarina Kjällström, Anna Nilsson, Katarina Strömberg, Emmy Jonsson*** *and* ***Caroline Askheim***.

Britta Liljegren *and* ***Emelie Mårtensson*** *channeling their inner flapper.*

(L-R): ***Mikael Lindkvist, Rebecca Klüger, Kit Gould, Anders Wollner, Martin Appel, Billy Ekblom*** *and* ***Andreas Bergsmansgård***.

IDG Germany

L-R: IDG Connect team members: **Snjezana Popovid, John O´Malley, Mehmet Semerkant** and **Sebastian Weinmüller**.

IDG Germany

Christian Löbering, deputy chief editor,PC-Welt (l), and **Jonas Triebel** publishing director, Tech Media.

IDG Germany

L-R: **Christine Nestler,** senior key account manager, PCW print; **Patrick Hagn**, content manager video; and **Karolin Pichler**, project manager.

IDG Germany

The IDG Band "CloseEnuff" (l-r): **Karsten Schmidt, Stefan Hügel, Patrick Woods** (former employee of IDG Germany), **Christian Löbering** and **Michael Braun.**

IDC Peru

Diego Valer, senior analyst, Emerging Markets, was the Secret Santa of **Paola Soriano**, manager consumer and commercial devices, Latam.

IDC Peru

Enrique Phun, Latam software analyst (left) was the Secret Santa of **Daniel Zegarra**, manager, emerging markets.

IDC Peru

Natalia Vega, IDC Chile and Peru country manager (front, left) and the whole IDC Peru team celebrating the holiday.

IDG San Francisco

L-R: **Christine Messina, Lauren Tollefsrud, Natalie Perkins, Komal Daryani, Adjani Nicholson** and **Carla Echevarria.**

IDG San Francisco

ADAM PATRICK MURRAY, SF PHOTOS

L-R: **James Lenza, Adam Dennison, Keith Linden, Jason Tenenbown** and **Pete Longo.**

IDG San Francisco

L-R: **Leah Yamshon, Alaina Yee, Gordon Mah Ung, Katherine Stevenson** and **Jon Phillips.**

IDC Mexico

L-R: ***Jocelyn Galan**, senior analyst, Emerging Markets;* ***David Guzman**, analyst, imaging Solutions Mexico;* ***Alejandra Marino**, analyst, Imaging Solutions Latin America;* ***Luis Rodriguez**, senior consultant, Latin America;* ***Marisol Serrano**, HR specialist, Latam.*

IDC Mexico

L-R: ***Monserrat Camacho**, intern, Research Operations Center;* ***Pamela Hernandez**, associate analyst ROC;* ***Aeelen Miranda**, associate analyst, ROC;* ***Elisa Velazquez**, intern, Consulting;* ***Guillermo Pardo**, associate analyst ROC;* ***Lydia Mendoza**, associate analyst, ROC.*

IDC Mexico

L-R: ***Adrian Orozco**, analyst, Emerging Markets;* ***Iracema Fuentes**, associate analyst, ROC;* ***Ricardo Mendoza**, analyst, Consumer Mexico. IDC Mexico employees each got a wad of "IDC cash" play money to use at the casino-style entertainment area where they held their holiday celebration.*

IDG Global Solutions

IDG Global Solutions

Joe Altria, marketing manager, and **Karen Blythe**, associate director, sales activation.

IDG Global Solutions

L-R: **Christian Drake**, vice president, Agency Sales & New Business Development; **Juliet Truscott**, manager, program coordination; and **Claire Fairbrother**, sales manager.

IDG Global Solutions

L-R: **Preya Shah**, director, strategic clients; **Rob Richardson**, senior director, international sales; and **Rajashree Rammohan**, senior director, Middle East & Africa.

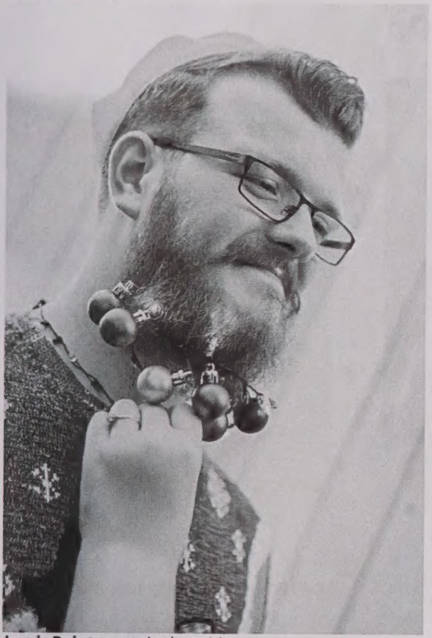
IDC San Mateo, Calif.

Teresa Tassone goes all-out on her decor.

IDC San Mateo, Calif.

Barbara Costello shows off her holiday finery.

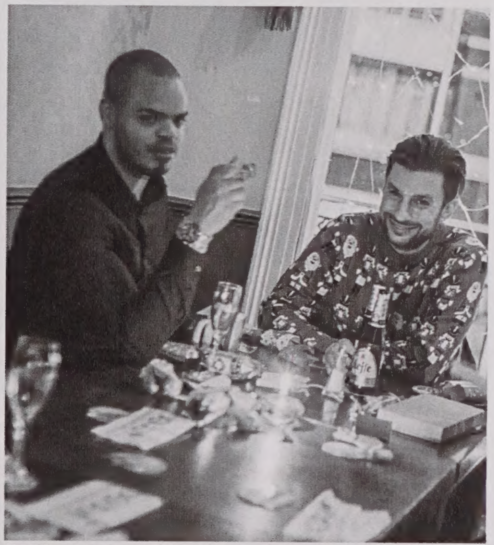
IDG U.K.



Lewis Painter gets in the spirit.

Front row, l-r: **Emma Thornton** and **David Price.** L-R: **Kit Gould, Adrian Black, Ed Qualtrough, Fay Harward, Denise Dye, Vicky Bentley** and **Olivia Demuth.**

Front: **Joao Felizardo.** Back row, l-r: **Gaurav Gogia, Fay Harward, Tom Winter** and **James Walker.**



Matthew Hislop and **Luc Borg.**

IDC San Mateo, Calif.

Tony Bebee rocks the colors of the season.

Photo at right: left row, front to back: **Miriam Harris, Scott Carey, David Price, Lewis Painter** and **Dominic Preston.** Right row, front to back: **Ashleigh Macro, Christina Mercer, Chris Martin** and **Henry Burrell.**

Employees help spread joy to those less fortunate

The IDG and IDC staff who coordinated the annual Giving Trees at their 5 Speen St. building in Framingham, Mass., included: (front row, l-r): ***John Robison****, IDG;* ***Todd Hall****, IDG;* ***Lauren Yanuskiewicz****; IDC; and* ***Marguerite Kerr****; IDC. Back row (l-r):* ***Michelle Chase****, IDG;* ***Debbie Bernardi****, IDC; and Peter Short, IDC.*

A thank-you from the recipient organization decorated a hallway bulletin board.

IDC
Analyze the Future

IDC's gifts await transfer to the SMOC Head Start program. Generous IDC and IDG employees at 5 Speen sponsored a total of 23 families and 73 children.

(Left) IDG employees at 492 Old Connecticut Path made the holidays brighter for 30 children at the Clinton House in Framingham through the annual Giving Tree program supported by the office's Community Action Board. Some of the CAB elves from IDG Enterprise who helped sort the gifts were (from left), ***Jason Fleckles****,* ***Brooke Giroux****,* ***Lynn Holmlund*** *and* ***Deb Begreen****.*

The seasonal spirit is on display at many a cube at 492 OCP. Happy holidays to all!

Thank you!

Many thanks to all of you who contributed ideas, took photos, answered questions and otherwise assisted us in sharing your stories this year. We look forward to continued collaboration in 2017. Our best wishes for a joy-filled holiday season and a happy, healthy and prosperous New Year!

— *The World Update editors*

IDGWorldUpdate
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thanksto

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IDG Global Solutions
...and everyone who shared their favorite holiday.

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SPECIAL ISSUE

IDG, IDC double down on sales training with Sales U initiatives

In January of this year, IDG launched a new initiative designed to enhance its global sales forces' knowledge of the market, the industry and IDG's ever-expanding product portfolio. With an overarching goal of increasing the company's relevance in the marketplace and elevating the sales organization to reflect the demands of a modern media company, IDG Sales University offers a mix of monthly live webinars, in-person training and online on-demand resources. To date, there have been more than 1,000 enrollments in these various offerings from around the world.

In August, IDC launched its own Sales University, providing a way to organize the myriad sales training opportunities available to IDC's global sales force under a single umbrella and making it easy for busy sales professionals to keep track of and access these resources. This special issue of IDG World Update provides an overview of the progress these two initiatives are making, shares some valuable information from key sales leaders around the company and reports on how employees are benefitting.

Also inside

IDG Sales University's monthly offerings
Tips to improve sales presentations
Sales leaders' insight on preparing for meetings
Managers share thoughts on prioritizing training
Josh London on how to get that CMO meeting
IDC Sales University is one-stop shop for training
Key concepts to consider when selling to the CMO
One on one: IDG's Michael Friedenberg and Laurie Butson review IDG Sales U's origins, progress
What's coming up for IDG Sales U in 2017

IDG, IDC sales professionals share effective strategies for making the sale

IDG World Update asked employees around the company to share their top tip (or two) that has had the biggest positive impact on their career as a sales professional.

Beware the discount

Hoyt

When a client/prospect wants a discount, try to use "alternative currencies" other than money to negotiate — you can often include things that are of little cost to you that provide enough additional value to the client to help them justify the total investment. When a client/prospect states that our solution/product costs too much, the key question I ask is "How much is too much?" Often, salespeople start to discount without understanding how far apart they are, and this needs to be quantified so that appropriate trade-offs can be made relative to what the counter offer is and what the client is willing to give up in return. Never discount something and not make the client/prospect give something up in return.

Ken Hoyt, group vice president, Enterprise Major Accounts, IDC

Casual setting

Andrews

If possible, meet with clients in a café, restaurant or coffee shop. It's good to meet away from their office, where they can be distracted, and it helps build rapport when you discuss friends, work and family. A casual setting is always more fun. They get to know you, take your calls, and 90% of the time they buy from you.

Kimberly Andrews, account director/Events, IDG Enterprise

Educate yourself

Kisch

Read as much as possible about IT, marketing, sales, about your clients and their markets and competitors in order to be viewed as a true consultant. Using that knowledge to educate clients has impacted my results the most during 10 years at IDG.

André Kisch, business developer, IDG Sweden

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IDG Sales University's monthly offerings comprise four topic areas

IDG Sales University is built around a four-part series of 30-minute webinars, accessible from anywhere in the world and open to all employees interested in learning more about IDG's business and competitive environment. Most of the presentations in each of the four categories — Product Spotlights, Market Updates, Editorial Downloads and Competitor Analysis — have been recorded and are available on demand on the IDG Sales University page on IDG Central.

Product Spotlights

Why: There's a consistent need across IDG to educate salespeople on all of our offerings/solutions.
What: Monthly 30-minute webinars focusing on key IDG products. Each month a different IDG subject matter expert talks about a key area of our business.
Past presenters and their topics:

- **Michael Latchford**, VP, Alliance Marketing Services, U.S. Media (Alliance Marketing)
- **Jess East**, director of sales, Midwest, IDG TechNetwork (IDG TechNetwork)
- **Damian Madden**, VP, IDG Connect Europe (IDG Sonar)
- **Janet King**, SVP/GM, IDG Research (Research)
- **Josh London**, CMO, IDG (Branding)
- **Briony Rowe**, events director, IDG Global Solutions (Events)
- **Neil Glass**, SVP, Data Strategy, U.S. Media (Data)
- **Keith Linden**, director of sales, East, IDG TechNetwork (Programmatic)
- **Jim Malone**, VP/Content, IDG Strategic Marketing Services and **Rob O'Regan**, director, Content Marketing Strategy, IDG Strategic Marketing Services (Content Marketing)
- **Jim McGinty**, senior director, The IDG Content Marketing Practice Content Marketing Practice)
- **Simon Jary**, publishing director, IDG U.K. (Affiliate Revenue)

Market Updates

Why: There's a consistent need for all levels of sales to have a better understanding of the market so that they can best articulate what's happening in the industry and why/how IDG products have been shaped by the market. This will allow our salespeople to be more strategic in conversations to understand customers' needs, market forces and how IDG fits in best.
What: Monthly 30-minute webinars by IDG Senior Leaders that provides a solid, ongoing, current understanding of our industry and market.
Past presenters:

- **Michael Friedenberg**, CEO, IDG
- **Neil Michael**, SVP, IDG Global Solutions
- **Josh London**, IDG CMO
- **Jason Gorud**, VP of Integrated Marketing Programs for IDC Asia/Pacific and group VP of IDG Global Solutions Asia/Pacific
- **Michael Beilfuss**, publisher at IDG Business Media GmbH

Editorial Downloads

Why: To help our salespeople better understand what matters to their audience. The editors are in touch with and learning about our audience every day. This series will help editors and salespeople share that knowledge.
What: Monthly 30-minute webinars targeted to different aspects of the tech vertical. These sessions provide our salespeople with an excellent opportunity to speak with different editors, and to pick their brains on what the top challenges, trends, shifts and predictions are in the market. If the sales reps can speak to this in the field, even at a high level, they're more likely to position IDG as a must-have partner.
Past presenters:

- **John Gallant**, chief content officer, U.S. Media
- **Steve Ragan**, senior staff writer. CSO Online, U.S. Media (Security)
- **Matt Egan**, editorial director, IDG U.K. (Digital Transformation)

Competitor Analysis

Why: To keep our salespeople informed and help them stay one step ahead of the competition.
What: During these sessions, participants learn exactly who the competition is and what value they are currently bringing to the table. Each month will focus on a different aspect of our business.
Past presenters:

- **Matt Smith**, managing director, IDG Connect International (Demand Gen Competition)
- **Jason Tenenbown**, Global VP of Client Solutions, IDG (Account-based Marketing) ■

Additional IDG Sales University resources

Additional IDG Sales University resources include:

- **Dale Carnegie Sales Excellence Certificate Program**: Virtual instructor-led talent development program. Participants can earn several different certificates, including a Sales Essentials Certificate and a Customer Service Essentials Certificate.
- **IDG Sales University newsletter**: This bi-weekly mailing is the main mode of communication with the global sales teams. It includes information about upcoming sessions, sales resources, recordings of past sessions, etc.
- **IDG Sales Excellence Programs** (held in U.S. and Europe): The two-day program includes sessions on Consultative Selling; What It Means to Be an IDG Salesperson; Pitch/Presentation Training; a Market and Industry Overview.

OneonOne

Michael Friedenberg and Laurie Butson

IDG

The CEO of IDG and the VP, Global Training & Development, team up this week to discuss the reasons for the creat÷n of the IDG Sales University and progress to date. Reach them at michael_friedenberg@idg.com and laurie_butson@idg.com, respectively.

> "The overarching goals of IDG Sales University are to increase our relevance in the marketplace and elevate the sales organization to reflect the demands of a modern media organization."

Q Why was Sales University created?

A A little over a year ago, we started to hear more and more requests for sales training across IDG groups worldwide. Of course, sales training can mean many different things to different people, so it was important to pinpoint and get to the heart of what people were looking for. IDG had offered various sales training classes in the past, but it was very sporadic, and it was clear that more regular sales training was needed, as well as training that is better aligned to the issues we are experiencing in the field.

Based on the evolving media market, IDG sales leadership, along with Laurie, spent several months having many conversations and doing a lot of digging into the specifics of what the sales training needs were across the organization. Through these conversations and research, it was discovered that there was a clear and consistent need for both presentation and consultative sales training. It also became quite clear that our sales talent would benefit from enhancing their knowledge on the market and industry, the IDG product portfolio and our competition.

Rather than offer these sessions randomly, it was determined that a cohesive and organized program would be of greater benefit, thus the start of IDG Sales University. "Investing in our people through training and career development" is one of IDG's 10 Corporate Values. IDG Sales University is the latest example of IDG's ongoing and long-standing commitment to employee growth and development.

Q What kinds of input — and from whom —did you get as you developed the curriculum for the program? What was most important to include?

A During the development of IDG Sales University, we tried to have as many conversations as possible to learn about the current challenges in the world of our salespeople. Michael was instrumental in articulating his goals and wishes for our sales teams worldwide. We also had discussions with many business unit leaders and country managers worldwide, along with many sales leaders and other sales professionals across the globe.

Not being in the day-to-day sales world, it was necessary (and continues to be necessary) for the IDG Training Team to learn as much as possible about the challenges and opportunities our salespeople face. If those challenges are well-understood, specific sales training can be tailored in a better way.

Q What are the goals of IDG Sales University?

A Sales is critical to our business. In order to grow revenue, IDG needs the best, well-skilled sales force in the industry. IDG Sales University demonstrates our commitment, as an organization, to the ongoing growth and development of our salespeople. IDG Sales University continues to evolve, and, thus, we are constantly improving and expanding upon its offerings. As Sales U continues to grow, our guiding principles will remain the same. The overarching goals of IDG Sales University are to increase our relevance in the marketplace and elevate the sales organization to reflect the demands of a modern media organization. It was recognized that the market has shifted and in order for IDG to stay relevant, the sales force needs a skillset that is aligned to those needs. All of the offerings under IDG Sales U tie back to these goals.

Q How many people are taking advantage of the various facets of Sales U?

A IDG Sales University has had great participation since the launch last January. There have been almost 1,000 enrollments across all the IDG Sales University offerings. We are astounded and thrilled with that number! That number includes people who enrolled in live sessions but doesn't account for people who have watched the recorded sessions on-demand, which would increase it even more.

Q What do you view as the most important outcomes so far?

A There are two significant outcomes so far. The first is making sure that sales development is at the forefront of everyone's mind. The goal is to make sales training as accessible, easy and relevant as possible for all sales teams. The second is to demonstrate that as the media market transforms, IDG cares about its salespeople and is willing to invest in our collective future, through the continuous focus on making sure they have the skills and information to do their jobs most effectively.

Q Now that Sales U is moving into its second fiscal year, what's ahead? What changes have you made to the program?

A As mentioned, we are constantly adding to and refining IDG Sales University offerings. The offerings have quadrupled since the initial launch of the University in January, and it would be

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One on One

excellent to see that pace continue. Some of the things in the works include more Monthly Product Spotlights, Market Updates, Editorial Downloads and Competitor Analysis sessions, additional Sales U Newsletters and three Sales Excellence Programs in FY17 — two in the U.S. (one for IDG and one for IDC) and one in Europe.

IDG Sales University will also be introducing Pitchvantage (a virtual, computer-based presentation and public speaking training portal), Pitching IDG (training around the IDG pitch) and a Continuous Professional Development Platform (which will feature an easy-to-use reporting dashboard; corporate content library for sharing files and web resources; as well as rewards for participation in Sales U).

> "We strongly encourage any salespeople across the IDG globe to reach out directly to Laurie Butson to share what you feel is needed in IDG Sales University. Chances are quite good we can accommodate."

Q Is participation in Sales University offerings restricted to sales employees only?

A No, anyone can take advantage of the opportunities offered through Sales University. Although the content will be geared toward sales professionals, we recommend and invite employees from all different functions to attend any of the monthly Sales U webinars that appeal to them. Anyone can benefit greatly from learning more about the content being discussed — whether it's brand-new information for them or just a great refresher on information that was already in their toolkit. Attending the webinars is a quick way to keep current with the business (i.e., the competitive landscape, key IDG products, market challenges, trends, shifts, etc.), so we strongly suggest either enrolling in the live sessions or watching the session recordings on your own time on IDG Central.

Q What should a sales person do if he or she has an idea for IDG Sales University?

A It's important to note that everything that has been added to Sales U so far has come directly from a request or a need we've identified or that someone has asked for. We strongly encourage any salespeople across the IDG globe to reach out directly to Laurie to share what you feel is needed in IDG Sales University. Chances are quite good we can accommodate. Our track record shows that so far! ■

Carnegie Cloud offers real-time, online sales training classes for IDG, IDC employees worldwide

CarnegieCloud®

What is it?
A virtual instructor-led talent development program offered by Dale Carnegie. All of the courses are delivered live, in real time, online, and are scheduled for many different dates and times.

What classes are available to me?
There are many different sales classes available to you. Click here to view a complete list of the sales classes offered on the Carnegie Cloud platform.

How can I obtain a license?
Contact IDGTraining@idg.com to obtain a license. Please note: Each Carnegie Cloud license is active for three months. The 2017 enrollment periods are:

- Feb. 2 - April 30
- May 1 - July 31
- Aug. 1 - Oct. 31

You have the ability to select a specific enrollment period. Licenses are available on a first-come, first-served basis, so if every license is being utilized during a certain period, you'll need to select another period that works for your schedule.

I've just obtained a license. What now?
For the next three months, your license will remain active. You may enroll in as many courses as you'd like during that time, and you may sign up for sessions that will be taking place after the three-month period. Although after the three months, you will no longer have access to the Carnegie Cloud site, you will still be able to attend any future classes that you signed up for.

Am I awarded for completing a course or a series of courses?
Yes! Participants can earn two different certificates depending on which series of classes they complete: a Sales Essentials Certificate and a Customer Service Essentials Certificate.

IDC Sales University offers one-stop shop for training resources

IDC has long offered a variety of training opportunities for its global sales force but was looking for a way to organize these offerings under a single umbrella to help busy sales professionals easily identify and access the programs most relevant to them. Inspired by the success of IDG's Sales University, IDC launched the IDC Sales University in August with an email from IDC Chief Sales Officer **Brad Thorpe** announcing the addition of two new training options available worldwide: Dale Carnegie Cloud and Sales Gauge.

"Many employees of IDC and IDG provide or procure training opportunities for our employees, including our salespeople," noted **Jill Toole**, IDC director of sales enablement. "But with busy schedules and a focus on selling, our sales teams can find it difficult to keep track of the various options available to them. As we added to the pool of options recently, we wanted to be sure the sales team could absorb the information (training details, format, how to sign up and so on) and then prioritize and plan what's best for them."

> "We want our salespeople to feel they have a handle on the myriad options available to them, so they can plan for and take advantage of these development tools."
>
> *Jill Toole*

Beginning in October, Toole began sending a monthly newsletter to IDC's global sales team, highlighting the various training opportunities available that month as well as numerous ongoing resources available on-demand throughout the year.

These resources include outside training opportunities IDC may purchase, as well as annual product training from lead analysts, Salesforce.com classes with IDC's in-house trainer **Beverley Ramos**, programs from IDG/IDC HR such as Wellness at Work, programs from the IDG Training and Development group and more. "We want our salespeople to feel they have a handle on the myriad options available to them, so they can plan for and take advantage of these development tools," said Toole, noting, "Our end goal is to help them strengthen their skills and knowledge and ultimately increase their productivity, job satisfaction and overall success. Key elements of the program are the sales skills and product/industry knowledge portion of all this training, and we do tend to highlight those offerings front and center."

By the numbers

Four months into the availability of Sales Gauge and Dale Carnegie Cloud, IDCers have completed:

68 on-demand Sales Gauge classes with **39** more in progress.

197 instructor-led Dale Carnegie classes and **41** online Dale Carnegie classes. Reps are signed for **78** instructor-led Dale Carnegie classes that will be held in the coming months.

12 FY17 product training sessions via webex, with an average attendance of **75** per session — and many more salespeople take advantage of the shared replay to listen at a later time.

IDC SALES UNIVERSITY

Toole said sales reps are encouraged to explore one or both of the Dale Carnegie Cloud certificates: Sales Essentials and Customer Service Essentials. Class topics include: closing sales, compelling sales presentations, cross and up selling, negotiations, cold calling and more. "Within Sales Gauge, our reps are currently prioritizing their focus on classes surrounding prospecting, social selling and time management," Toole said. Both the Dale Carnegie Cloud and Sales Gauge offerings are online and available to sales professionals worldwide.

Toole said all Dale Carnegie and Sales Gauge participants are encouraged to complete a survey following each class. Feedback has been positive, she noted, with the majority of respondents answering "agree" or "strongly agree" to questions such as "I found this class to be a valuable use of my time"; "The format was effective"; "I would recommend this class to my colleagues." One of the most popular modules so far has been the Sales Gauge "Show 'em Know 'em" concept, which encourages reps to seek out key information on each prospect and his/her company via news articles, LinkedIn, Google searches, etc. and then demonstrate how IDC has worked with similar clients with great success.

Every fall, the company offers a series of live, web-hosted training programs on key strategic products and initiatives such as security, Big Data, cognitive systems, IoT, digital transformation and more. "While these sessions are scheduled during a North American workday, they are recorded, and we ensure the recordings are posted as soon as possible, along with the slides so our global team can listen and follow along." For programs that are specific to the U.S. or that may follow a different process in other regions,

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Employees find value in IDG's, IDC's Sales Universities

Lee

While Sales U's primary audience is salespeople I've found that there's so much rich information and education about other parts of the global IDG business, on key topics and market trends that are incredibly valuable to the broader SMS team. More importantly, it's enabling a shared knowledge-base which helps us make sure that the various parts of the SMS organization are in touch with what's shaping and driving our sales efforts…the lifeline of our business. Sales U helps us stay synched up and pushing in the same direction as sales with everything we do —from edit, to design, to project management, to product development, reporting and beyond.

Charles Lee, president,
Worldwide, IDG Strategic Marketing Services

Fleckles

I am always looking to learn more about IDG and the world we operate in and try to attend all of the sessions each month. I have worked with a number of the presenters after the calls to get follow-up information and have invited several of them to accompany me on sales calls where appropriate. I have been able to share information about new products and services with both clients and peers following some of these calls. Overall, I find the IDG Sales University to be a very valuable resource.

Jason Fleckles, senior account executive, IDG Enterprise

Cook

The Sales Gauge material is very useful, and since it's pre-recorded it was easy for me to take the courses when I had some free time, including weekends. I liked the flexibility to be able to stop the training and continue at another time. The Carnegie material was very useful, too. I liked how interactive the classes are; everyone participates, and we could share experiences. Some of the takeaways I've used from these programs: 1) It's important to show customers that you know them. Clients like to see that a salesperson knows the fundamental aspects of their business so that during a call or meeting they don't need to educate us about basic elements but can focus on telling us their needs. 2) Use different language for different people. For example, for senior staff (C-level, senior VP and VPs, or fiscal buyers), we ask quantified questions: cause, impact, return, consequences, risks, value. For managers or user buyers we talk about solutions, features, what they need and why they need it.

Marlene Cook, global account manager, IDC

King

I am not a salesperson, but Sales U has been a great resource for me and my team as a tool for navigating IDG. More specifically, the programs are useful as a resource for keeping up to date on new program and service offerings from IDG and to understand the language our sales teams are using with our clients. As a service group, our role is to develop research programs that often serve as the foundation for larger content marketing and integrated advertising campaigns. Sales U provides another lens through which we can make sure our services complement the IDG portfolio and are aligned with market needs.

Janet King, general manager, SVP, IDG Research

Lenza

I do my best to attend every Sales University session that is available. We need as much interdepartmental insight and perspective as we can get, and these sessions are very helpful in that regard. I did follow up with **Steve Ragan** [CSO] after his Editorial Download presentation. And the perspective I gain from all of these calls is very helpful in my day-to-day interaction with clients.

James Lenza, senior manager,
Program Architecture,
IDG Strategic Marketing Services

Holmlund

I try to attend one or two of the calls each month. The sales team is often the face of our company and they need the best tools and resources, possible to educate our clients and prospects on changes in the tech landscape and solutions IDG has to engage with tech decision makers. Since I am part of the team that creates these tools and resources for IDG Enterprise, I feel it is important to understand what is new — both at IDG as well as in tech and media — and what challenges our sales team faces. Being on the same page as sales can only enhance the education and sales experience for our customers. Communication is such an important tool, and ongoing training allows all participants to be on the same page and helps IDG have consistent messaging in the field. We are fortunate to have IDG Sales University to keep conversations and learning going beyond annual trainings.

Lynn Holmlund, marketing director, IDG Enterprise

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Tips to improve sales presentations

Melanie Roberts is the owner of Behind the Lines Consulting, a training and business consultancy focused on all areas of management, sales and marketing. Based in Reigate, Surrey, U.K., Roberts has a long history with IDG, having worked frequently with IDG Global Solutions, IDG Connect (both U.S. and international), and, most recently, IDG Training and Development, for which she led sessions on Consultative Selling and Pitch/Presentation Training at the two most recent Sales Excellence Programs in the U.S. and Barcelona, Spain. In this contributed piece, Roberts shares some of her key tips for creating and delivering an effective presentation. Roberts is happy to collaborate with IDG and IDC business units interested in bringing sales and marketing training to their employees. Reach her at melanie@behindthelines.co.uk.

Structuring a presentation

Setting clear objectives

The most important part of the presentation structure is to set clear objectives. If you don't know what you want to get out of the meeting, you stand little chance of getting anything. "I'm going to present credentials" is not a clear objective and nor is "to get the marketing budget." If you have a clear outcome in mind your presentation will be purposeful and you stand a better chance of achieving your goals.

Decide exactly what you want the client to know and what impression you want to leave behind by the time you have finished your presentation. Also think about what information you'd like to get about their business. Build the information that you already have by asking intelligent questions that show you understand their business.

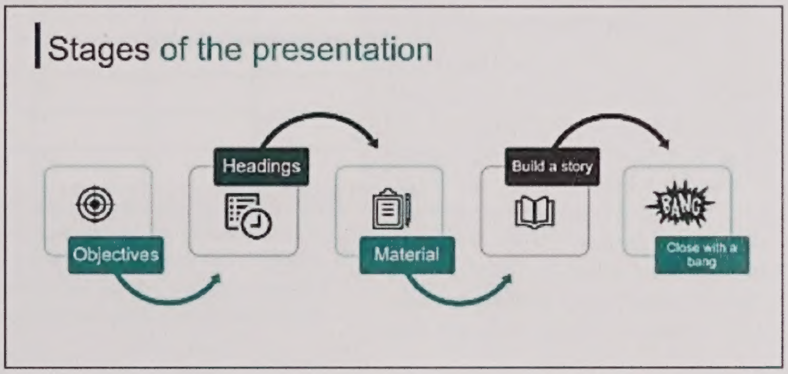
Once you have S.M.A.R.T. (Specific, Measurable, Achievable, Realistic and Time bound) objectives you can decide the agenda points, or headings, that will best meet your objectives and then build out the rest of your material from there.

Presenting numbers

Statistics are difficult to deal with in a presentation, and it takes careful thought to bring data to life. Numbers that are static and dull will be forgotten.

One way to make numbers tell stories is to make them dynamic; show trends, growth, changes and give your expert opinion on how markets are moving. Don't tell your audience what happened in the past — use the past to deliver insights about the present or, better still, to predict the future.

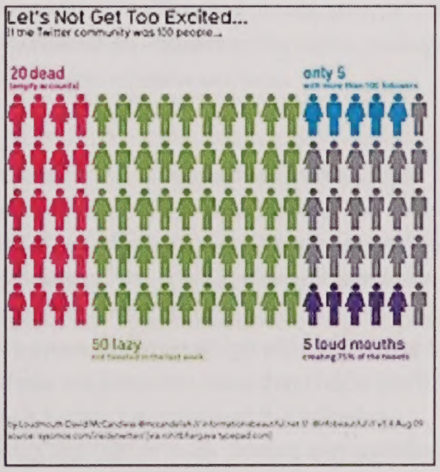
It is worth remembering that data is just a large number of stories and telling one story — for instance, using the example of one individual — can make the data much more real. Then when you explain that that story is repeated 17,000 times you have a compelling story to tell.



Numbers need context

"We have delivered 250 qualified leads" — is that a lot or not? Numbers need a context to give them meaning. Using clever infographics can further add to the meaning and make the numbers more interesting.

This example from David McCandless gives the statistics visual impact and makes them easy to digest. PowerPoint has to be used carefully. It is deadly to have someone reading out loud to you from a wordy slide, your audience reads faster than you speak, and they will lose focus and attention will drift. Include slides that illustrate and exemplify your message and be sure you know the difference between a stand-up presentation, a teleconferencing slide show and a leave-behind document. They all do different things, and they're not interchangeable.



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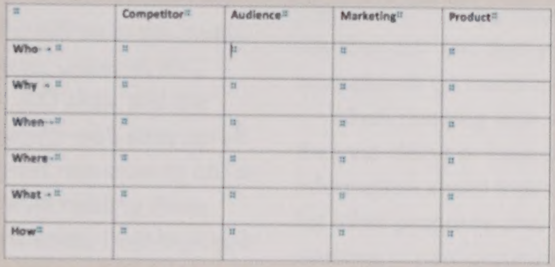
C.A.M.P. model helps sales professionals gain broad understanding of client's business

Questions questions questions

The open-ended questions who, why, when, where, what and how are essential to make a conversation flow but more important are the topics of that conversation. C.A.M.P. is a simple model you can use to check that you have a broader understanding of your client's business. It stands for Competitors, Audience, Marketing and Product, and it can help you to build a more complete understanding of what IDG can offer.

Competitors

Who does your client compete with and how has that competitive market changed over the last few years? What other opportunities exist? Is your client worried about a new threat to its products? These and a dozen other questions about competitors might be your client's key priority at the moment and selling lead generation to someone who is wondering if there will even be a market for their products is going to be a struggle. Once you have a clear understanding of the competitive landscape your client is in, you are in a much better position to solve their bigger problems.



	Competitor	Audience	Marketing	Product
Who				
Why				
When				
Where				
What				
How				

You may find it useful to think about the questions as a grid. This illustrates just how many potential questions there are, since you can ask dozens of questions in each individual box. In real life your questions flow naturally and depend on the conversation you are having but the grid allows you to practice your skills.

Audience

It is important to have a deep understanding of the audiences that your client most wants to attract. There may be an ideal audience that remains difficult to reach or that needs different messages or different channels to reach them. Investigating who the key audience is and how that is changing could help you to provide real business impacts for your clients.

Marketing

Asking about how a client markets its services is something we are good at, however, we can all get tunnel vision when money is on the table. Investigate all aspects of the marketing campaign, there may be additional budgets for content creation, PR, social media, corporate affairs and many other areas of the business. Detailed knowledge about how the marketing department operates needs to be built up over time so that you can spot opportunities to offer more solutions.

Be aware that if the first time you start to ask questions about other decision makers and stakeholders is when your client contacts you with an RFP you may find they are unwilling to answer your questions. It will look as though you are simply fishing for additional budget. Ideally you will have built up a good understanding of how the client works and have the credibility to ask how other stakeholder plans fit into the marketing plan.

Products/services

The product is the client's baby (or problem child), and the client is likely to spend most of their time and energy trying to do the best for it. To have a credible conversation you need to understand the product or service in detail and the factors that affect it. This means researching and discussing what's special about it and what the plans are for the future.

Thanks to Melanie Roberts, owner of Behind the Lines Consulting, for sharing information about her C.A.M.P. model. Contact her at melanie@behindthelines.co.uk.

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Presentation tips

Delivering the presentation

Links and bridges

Link the points you are making on your slide by moving from one point to the next without reading from the screen and without pausing. Link the slides from one to the next in the same way or by announcing what is going to come next. If your link or bridge from one page to the next is clear the presentation will flow smoothly from one point to the next. You are aiming to tell a story with the slides simply illustrating your points.

This takes a bit of practice, but the end result is worth it. A speaker who pauses at the beginning of each slide then reads what's on it will present a disjointed story. It's common to lose your audience in the gaps between your slides.

Fluency

I hope that by now a key message is starting to occur to you: Great presenters prepare. They know what's coming next, and they practice. Try speaking the narrative out loud until you are fluent and concise. When you see repetition, waffling and nerves, you are usually seeing an unrehearsed presentation. Present to the mirror, colleagues or the family dog, as long as you rehearse out loud.

The close

Every presentation should end with a memorable close or call to action. It is important to leave everyone feeling positive. You could summarize key points briefly or refer back to your earlier agenda or objective, or ask for the business. The S.T.A.R. moment stands for 'Something They'll Always Remember' and you should be thinking about how you leave the presentation on a high with a memorable compelling message. These are just a few ideas that I hope you'll find useful. If you'd like to look further, I recommend the following:

- Amy Cuddy's inspiring Ted Talk on body posture and confidence is practical and easy to adopt.
- Hans Rosling is my favorite presenter for too many reasons to go into here. His now-famous presentation on dynamic stats is beautiful, as is his natural presentation style. Watch the last five minutes of this clip for a truly S.T.A.R. moment. ■
- Bill Gates showed how to make a message very personal in this talk about the need for mosquito nets. ■

Senior sales leaders share tips for preparing for client meetings

Michael Friedenberg

How long do you typically prepare for a client meeting?
My rule of thumb is a 3:1 ratio of prep time to meeting time. So if a meeting is 30 minutes, my allocated prep time is 90 minutes. This is for a first-time meeting rather than a follow-up meeting.

How do you prep for a first-time client meeting?
A lot of reading on the client, the tech category they serve and the individuals who will be in the meeting. Wikipedia, Yahoo Finance, Google News, LinkedIn, IDC, Gartner competitive analysis, CrunchBase, IDG sites and the vendor web sites are all great resources to utilize. While reading these materials, I will highlight certain points that begin to formulate questions that align to the meeting objectives. Typically, I will have five to seven questions already written down prior to the meeting to help guide the conversation. I will also define and list desired meeting objectives prior to the call so I can check them off while in the meeting, which helps keep me organized and on point.

> "If you prepare properly, the client will recognize that you took the time to do so and will be much more receptive to sharing information beyond the basics. This is what allows you to discover the larger opportunities."

Do you ever ask questions of the client before you meet with them for the first time?
Sometimes, but this is usually already addressed, given that you have requested and secured the meeting. When asking preliminary questions, they are typically meant to clarify or define objectives so we can optimize the time together.

If you are short on time what is the one essential thing that you would absolutely do before a client meeting or call?
Know the client's product set and quickly check Google News to see the latest announcements about the company.

Anything else you'd like to share?
If you prepare properly, the client will recognize that you took the time to do so and will be much more receptive to sharing information beyond the basics. This is what allows you to discover the larger opportunities.

Michael Friedenberg, CEO, IDG

Sean Weglage

How long do you typically prepare for a client meeting?
For a first-time meeting I try to gather all the information I can from the client's website, from the rep and anything related to the company I can find on the web. It helps to know what their products are called and their focus so I can tailor the conversation around that and match their priorities to our products. If you mention their product and information from their site they will feel that you did your homework, and the meeting typically will go much more smoothly.

When meeting with existing clients I make sure I know what they are doing or have done with us. I also try to share some information about their competitors to help them with strategy for other programs and thank them for working with us while also weaving in new programs they should look at.

If you are short on time what is the one essential thing that you would absolutely do before a client meeting or call?
Read the client's website. Take 10 minutes and write down product names and anything from the resource center and from the client's home page. This is a super-simple practice, and it's easy to use those key pieces of information that you glean in a conversation. The client will be impressed that you are familiar with their products.

> "When meeting with existing clients I make sure I know what they are doing or have done with us. I also try to share some information about their competitors to help them with strategy for other programs and thank them for working with us while also weaving in new programs they should look at."

Anything else you'd like to share?
Try not to tell them about their business. Instead, tell them how you can help, and share examples of what others are doing that are successful. Everything is not for everyone. If the client asks you a question you cannot immediately answer, it is okay to tell them you need to look into whether you can do that.

Sean Weglage, SVP, East Coast Sales, IDG Enterprise

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Meeting prep tips

How long do you typically prepare for a client meeting?

Kumaran Ramanathan

In advance of a client meeting, the most important thing is to formulate an objective — why is this meeting happening? New business? Win-back meeting? Relationship-building? What do I want to achieve? Who will be in the meeting (i.e., will the decision maker be there)? Once I have those answers, then the meeting prep begins. The prep time can vary depending on your role and the purpose of the meeting. There is no magic formula for calculating the amount of preparation time you should allocate to a meeting; each meeting will vary, and the most important thing is to ensure that you are ready.

What types of things do you do for prep for a first-time client meeting?

Once I've established the purpose of the meeting, I begin my research on the company. I look for an org chart if possible, do general desktop research, search Google News, read company press releases and speak with colleagues and peers who may be familiar with the organization. I then set an agenda and try to check in advance to make sure the meeting room has the technology I will need to present. I also try to reconfirm the number of attendees. Finally, I always confirm the meeting with the client.

> "Know your products. If you don't then you shouldn't be going in the field. Always be ready."

Do you ever ask questions of the client, before you go in to meet with them for the first time?

Yes, of course. Generally, a planned face-to-face meeting is a follow-up to a conversation or an email, and that is when the key objectives are established.

If you are short on time what is the one essential thing that you would absolutely do before a client meeting or call?

Know your products. If you don't then you shouldn't be going in the field. Always be ready. Check the client's website — check Google News for late-breaking news involving the client or its business, but, above all, be clear on the questions you want to focus on to be able to draw the client up the "staircase of agreement."

What does the structure/content of a successful meeting look like?

Structure in the sales process is fundamental to success, and face-to-face meetings are no different. However, face-to-face meetings cannot be robotic. Here's a few hints and tips to help shape your approach:

- Introduce yourself and your colleagues — avoid IDG acronyms like IDGE or SMS, etc.
- Establish the expectations and objectives for the meeting and agree what is going to happen.
- Explain why you are there.
- Run through the agenda — verbal or written is fine.
- Establish the rules of the road and timing/length of the meeting.
- Check to ensure that you have the correct understanding of the client's objectives.
- Identify the way forward, ensuring that the client sees IDG as a potential partner to help fulfill against their objectives.
- Try to ascertain what else is the client considering.
- Sell the relevant IDG product/service as the most appropriate solution.
- Leave the meeting having achieved your objective and ensuring all are in agreement on follow-up steps.
- Follow up. It is essential that you keep planned contact with the client.

Anything else you'd like to share?

Follow up with a thank you — clarify agreed upon steps and make sure that you circle back and complete what you said you would do. So much time is wasted on poor follow-up — talk is cheap, unless there is action and results.

Kumaran Ramanathan, CEO, IDG Global Services

What's your general approach to preparing for a client meeting?

Keith Linden

I find that following a framework helps you organize your sales argument so that it flows logically and is hard to refuse. It's a mental check list to make sure you address the customer's concerns first and map IDG solutions to those concerns. The concept of framework will help keep your points relevant for the customer and move the sales process forward.

How long do you typically prepare for a client meeting?

At least three days prior to the meeting for either an introductory or follow-up meeting.

What types of things do you do for prep for a first-time client meeting?

- Establish meeting goals/objectives.

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Meeting prep tips

- Outline noteworthy news, current campaign details and important information related to the company prior to the meeting.
- Prepare appropriate presentation material for expected audience and forum.
- Become familiar with your attendees.
- Obtain Spend Reports (IDG, Outside IDG).
- Research competitive data/activity.
- Know the client's competitive set.
- Focus on industry trends and how it impacts the customer.
- Ask the sales team to prepare a pre-call report for their manager or any participant, summarizing the pertinent details of the meeting at least 48 hours before stepping in front of a client.

Do you ever ask questions of the client before you go in to meet with them for the first time?
Asking questions is a valuable technique in helping you gather information, establish trust and build credibility with your contacts.

> "Know your audience. Understand your customer's business and challenges. It'll help you identify what aspects of IDG to focus on in the second half of your presentation."

Here are questions for you to consider prior to a meeting or during the actual discussion.

- What kind of challenges are you facing right now?
- What would you like to see improved?
- What pain points can we help address?
- In thinking about your objectives this year, what keeps you awake at night?
- Which partners are providing you with the best solutions right now?
- What traits do your top performing partners typically demonstrate?
- What process did you go through to determine your needs?
- When are you looking to go to market?
- What are your objectives/the programs KPIs?

If you are short on time what is the one essential thing that you would absolutely do before a client meeting or call?
Know your audience. Understand your customer's business and challenges. It'll help you identify what aspects of IDG to focus on in the second half of your presentation. Research recent company news, review historical IDG activity (if applicable), assess competitor activity and become familiar with the meeting attendees (who they are, their roles in the organization) and what the company does.

Anything else you'd like to share?
Understand the value of your time. Plan ahead and be organized.

Keith Linden, director of sales, East, IDG TechNetwork ■

continued from page 6

Sales U value

Call

I think it's really important to understand the context in which we all all work. So the more I know about what sales is up to, the more I can coordinate and/or improve my work (content marketing deliverables) to benefit the entire team. It's very important to me to understand the big picture — and very important to stay on top of what's going on in our company and industry. While some sessions are more relevant to me personally than others, listening in on these calls is a good way to understand what else is going on, and what people in other areas of the company are working on or thinking about.

Barbara Call, digital content director,
IDG Strategic Marketing Services

Ramos

IDC's portfolio of sales training has enabled me to better understand the art of the sales and hone my techniques to become a more effective sales executive. The collaborative nature of the Dale Carnegie interactive session complemented the motivational Sales Gauge classes. Each offered unique tools and takeaways that have made an immediate impact in my day-to-day operations. One example is the importance of strong organizational and calendaring skills daily. By segmenting my day into key areas — Prospecting, Follow Ups, Social Selling and Research — I've been able to build a consistent pipeline of qualified prospects.

Nick Ramos, business development representative, IDC

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IDC Sales University

process in other regions, notices to that effect are included in the newsletter, she said.

Toole noted that IDC Sales University is an ongoing effort, with training opportunities being added year round. "We are reviewing the calendar to ensure that we have sessions that keep our sales team engaged and learning all year," she said. "As we grow our sales team and our business, it is critical that we help salespeople develop and hone the skills they need. This is important for our new team members as well as those who have been with us for years."

In the coming year, Toole said IDC will look to incorporate additional elements that will likely include: individualized training and development plans; competitor analysis sessions and knowledge sharing; dedicated onboarding program for new hires; a learning hub for resources and information; and more.

For more information, contact Jill Toole. ■

Managers share thoughts on prioritizing training for busy professionals

Scott Harris

How are you working with your sales team to improve their skills and sales performance?

Some examples of our work include best practice documents, cheat sheets and additional collateral to help simplify the sales process. Additionally, we conduct training sessions to educate the staff on topics ranging from billing and ad operations to selling products. We've employed a variety of training including "pitch-off" competitions, presentation training, proposal exercises and more. Finally, we provide quarterly recaps of sales performance to help highlight areas that worked well, identify challenges and set goals for the coming quarter.

What is the biggest area of development you are working on right now with your team?

We focus on navigating the complexities of the IDG ecosystem as it relates to working with such a diverse number of stakeholders and products. Example: how to forecast revenue by month for SMS production. We will continue to focus on two areas of growth: programmatic and content. Finally, we have a continued focus on the fundamentals of selling: know your clients, how to prospect, how to cold call, how to present, etc.

How do you fit in ongoing development of your team? How do you make it a priority given the everyday demands on sales professionals?

We look to incorporate training on a quarterly basis to ensure we are maintaining continued development. Depending on bandwidth, there are some quarters where we are able to incorporate a training session once per month, which is the ideal balance we like to maintain.

How has IDG Sales University complemented or supplemented your efforts?

IDG Sales University is helpful in providing an additional outlet for the team to take advantage of. The topics are diverse and provide good options for staff looking to get more involved in their personal growth. I appreciate that there are topics provided that we may not be able to get to as a team given our resources. The market updates from **Michael Friedenberg** are also valuable in that they help staff connect with their CEO and hear his perspective on the landscape of our profession.

Scott Harris, VP Sales & Marketing, IDG TechNetwork

NeŸ Michael

How are you working with your sales team to improve their skills and sales performance?

A big focus for the IDG Global Solutions EMEA is around account planning. As we move from selling media solutions to more strategic sales engagement around custom content and marketing services our sales efforts need to be more strategic. Strategy is planning. So understanding and having the skills to approach this is vital. Salespeople receive training on products, presentation techniques, negotiation, etc., but rarely are they trained on how to approach account planning. We recently ran a two-day offsite training course for our commercial team on this topic. It was very insightful, and we are planning to use these new skills and approaches in implementing our new High Potential Account initiative.

How do you fit in ongoing development for your team? How do you make it a priority given the everyday demands of the sales professional?

Training and development takes many forms. Much of what we do day to day is around coaching. That's sales leadership working alongside salespeople on the front line. Leading from the front. It's also incredibly important to understand the sales process or journey you want to take the customer down. Working with your team to have them really understand this is crucial. Collaboration is also key. Bringing agency sales, client sales, program strategy and sales leadership around the sales process also exposes salespeople to different skills sets and perspectives. Lastly, it's about understanding that certain training and development initiatives are important and that time must be dedicated to them. There is nothing more important that improvement.

How has the sales university complemented or supplemented your efforts?

The Sales University has been a great initiative as it's raised the whole agenda of sales development to bring it more top of mind for the organization. The regular sessions have also proved very popular across the Market Updates, Product Spotlights and Competitor Analyses. It's great to hear different perspectives from across the organization, and there is no doubt this helps to get sales teams thinking about their approaches and areas they could improve on.

Neil Michael, SVP, IDG Global Solutions, EMEA

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Prioritizing training

How are you working with your sales team to improve their skills and sales performance?

Jules Kendrick

Running a series of role plays focusing on the consultative approach to selling — specifically questioning techniques and presentation skills. In our first round, **Luc Borg** (Enterprise publishing director) and Jim McGinty (The Marketing Practice) where Attenda's CMO and Head of Content. They were each given a brief so they knew what information to give out, when appropriate questions where asked. The meeting was a discovery session using the new Enterprise Discover deck. Feedback is given immediately by both the clients and me. We also video the session, so the account directors can watch back and continue the learning process. Once the session is over, each account director gets sent a questionnaire to see how much information they gathered, so they can see if they got all the information that was available to them.

What is the biggest area of development you are working on right now with your team?

We are continuing to focus on the consultative approach, but want to look at how we can create bigger and more creative proposals. The team would definitely like training on this.

How do you fit in ongoing development of your team? How do you make it a priority given the everyday demands on the sales professionals?

It is very hard to make this a priority — hard to get a time when everyone on the team can attend, especially when there is such a need to focus on meetings to drive pipeline to hit targets. We use our sales meetings for training purposes, where possible, as this is a weekly commitment, but it doesn't always happen. Sales University sessions are sacred and everyone on the team always phones in, wherever they may be, and so I believe we should be utilizing these further by using them as training sessions for other areas, not just Product Spotlights and Market Updates.

How has IDG Sales University complemented or supplemented your efforts?

The original Sales U course in Barcelona was the starting point and impetus for a lot of our training. The monthly sessions continue to improve the team's knowledge of the market and IDG but needs to be more focused on developing their sales skills and market knowledge (rather than their IDG knowledge), such as:

- How to research a client.
- How to book meetings in with the right people.
- How to overcome objections.
- How to ask the right questions.
- Lead Generation. Events. Content. Programmatic — not about our own solutions but from the point of view of the client and the market.

Jules Kendrick, commercial director, IDG U.K.

How are you working with your sales team to improve their skills and sales performance?

Kathy Sullaway

We deliver sales training in bite-size batches (one-hour sessions) so they are much more digestible by the team and enable them to deploy immediately in their account base. In each session we incorporate highlights with what's new in either a product offering, competitive trend in the marketplace or information we are gathering from our client interactions. We will walk through a client case study, provide resources on uncovering the opportunities and strategies to pique a client's interest to want to have further discussions. We use the Tell, Show and Do model. We've added a coaching component to offer additional guidance after the training for the salespeople to share experiences, successes or barriers when applying it out in the field.

What is the biggest area of development you are working on right now with your team?

The majority of the time we are speaking with CIOs, so we focus our skill development on being able to have a conversation with the client rather than a product discussion. This can sometimes be a bit nerve wracking for the sales team as they need to feel comfortable having a detailed conversation on the business strategy and direction of the organization as well as a baseline understanding of the trends within the client's industry. Since we also have a number of new players on our team, we focus on making sure we are providing enough support for folks who are still wrapping their arms around the product offering and then helping them create that dialogue with the CIO on why the CIO Executive Council is a beneficial partnership.

How do you fit in ongoing development of your team? How do you make it a priority for the busy sales team?

I think that development starts at the leadership level. I had a great manager early in my career who empowered me to

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Sales Excellence Program set to expand in 2017; participants share their 2016 learnings

The IDG Sales Excellence Program, one of the additions to IDG's sales training portfolio this year, is a two-day, nomination-based program that addresses many core sales skill areas. Sessions in Barcelona, Spain, (April 12-14) and Framingham, Mass., (July 20 -21) covered consultative selling, refining presentations to create compelling messages, the core competencies and habits of the successful IDG salesperson and overviews of key IDG products and services.

Presenters included IDG executives and managers, including IDG CEO **Michael Friedenberg**, who gave an industry and market overview and spoke about how IDG can best meet client needs, and consultant Melanie Roberts, who focused on pitch and presentation training (see page 7). Participants also worked on case projects to apply program learnings to real-life scenarios and put together an action plan on how they will use their new knowledge back home.

The 2017 program will include a session for IDC employees in the U.S. as well as two IDG sessions, one in the U.S. and another in Europe, with dates to be announced next year.

Some of the 2016 program attendees shared what they gained from participating:

Shah

- The immediate action which I incorporated into my daily work life is to have an even mix of larger, mid-sized and small deals that are at different stages of the buying cycle. I have aimed to get this mix by dedicating time during each day to focus on driving new business, spending time sourcing leads on LinkedIn/others, account-managing large 'ships' as well as keeping in the loop more with current live campaigns.

Preya Shah, *director, Strategic Clients, IDG Global Solutions EMEA*

- Pipeline management: It's important to have a healthy variety of types of opportunities such as high-dollar value, low-dollar value, fast lead time and slow lead time. I also came away with some new presentation best practices: Set an agenda up front. Always include slides with at least a brief overview of IDG to set the table and have my name on slides assuming slides get circulated internally at client's company. And be sure to tell a story throughout, restating the needs that you're addressing.

Fleckles

Jason Fleckles, *senior account executive, IDG Enterprise*

- It provided me the opportunity to increase my knowledge on the products/services that IDG provides outside of events, to meet fellow colleagues and discuss their experiences/challenges and gain greater insight during the case project on appropriate presentation skills and what to include (and what not to include) in a proposal. I thought the program lead, format, as well as all the speakers brought in did a fantastic job.

Mike Feighery, *account director/Events, IDG Enterprise*

- Since Barcelona I have been more self aware. I do a lot more preparation before meetings, and the prep I now do helps me structure the meetings I have more effectively and drill down further into the account and needs of my clients.

Kat Neal, *account director, IDG U.K.*

- The most valuable tidbit that I have been leveraging was the tip about gathering news and info. I have been trying to find good feeds that alert me to news about my customers, and I use those as touch points. For me it's been a great way to communicate.

Joyce Dunnells, *senior client relationship manager,*
CIO Executive Council

- For delivery: make sure to smile. Even on the phone it will change the tone of your voice. Do not focus on your breathing, if you have to pause, don't say um; taking a breath is a good alternative. Be dynamic.

John Pagonis, *client relationship manager,*
CIO Executive Council

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Prioritizing training

be creative and take risks. I try hard to emulate that with my own team. You can't learn everything in a training session and sometimes you have to take a leap without seeing the safety net below. Every day in sales is an opportunity to learn. Each client interaction is a learning experience. It is a hard balance to pair the right amount of formal training with experiential learning. We work hard as a team to constantly sharing feedback or information from our client interactions to help reduce the sales cycle for everyone else.

How has IDG Sales University complemented or supplemented your efforts?

The new additions to the IDG Sales University have been a great tool to tailor development based on the individual needs of the sales team. The topics have been diverse enough to be useful to someone relatively new in the sales role up through a more tenured individual who needs to add some fine tuning to their approach.

Kathy Sullaway, VP of Global Services,
CIO Executive Council

IDG CMO Josh London shares thoughts on how to get that CXO meeting

As sellers, we are always told to reach higher levels of our client's marketing organization and to be more strategic. One of the frustrating dynamics for sellers is that while we are trying to be more strategic, we are consistently insulated from those setting the marketing strategy: the CMOs. I'm happy to share my experience with how salespeople get meetings with me, and how I get meetings with other CMOs. I often meet with the CMOs of IDG's customers and bring sales with me. I've heard from some of our salespeople that they learn more about a client's strategy in these meetings than in months of working with the clients. Why is strategy held so tightly?

Empowerment in the marketing organization and gatekeepers

Many organizations insulate their marketing executives from salespeople. VPs and directors play an important role in decision making, and many companies empower VPs, directors and managers to make their own decisions about how to best reach marketing's goals. These same people often vet inbound sales opportunities, making certain that they think the proposals are worthy of consideration before passing them to the CMO. It doesn't always make sense to go to the CMO: it's important to know the difference between when you are being vetted and when you are talking to the decision maker.

The telephone game

Many of our clients, both at agencies and marketing staff themselves, do not know the CMO's strategy. Other times, the description of the strategy morphs as it it retold from one party to another, making it difficult to align proposals or campaigns to the goals the CMO cares about. Naturally, they are reluctant to admit this, so it is incumbent on us to keep driving toward real KPIs.

Limited attention span

We all have less time than we would like. To get anyone's attention, focus on delivering value. I receive inquiries daily about how a given vendor's products can meet IDG's goals. Sellers that show me that they understand our business and its challenges catch my eye. Showing how competitors or companies with similar challenges are handling them or sharing best practices used by these companies is always valued.

No gimmicks

I was joking with a CMO recently about the spate of emails we've gotten saying "Since you haven't replied, here's a picture of a cute puppy." It's hard to take seriously a company that uses this tactic. We both remembered deleting many of these emails but not the company that sent them.

Be persistent but respectful

We all get a lot of email, and things slip between the cracks. Feel free to email more than once, in case the person you are interested in reaching has missed your earlier messages.

Same letter, different envelope

Some people just want to speak to a peer, and questions from a peer sound very different than if they came from a salesperson. What can you do if you are in sales? Ask for help. I have a list of accounts that sales would like to meet with and reach out on their behalf to get CMO meetings, and we meet with the CMO together. We can't speak to our clients enough about the issues affecting their business. Remember, usually it is not the CMO who is signing off on the elements of a given campaign, but having their introductions to members of their marketing staff or agency can tip the scales in IDG's favor.

> "If you are meeting with decision makers, ask yourself how you are adding value to that meeting. Study their market and competitors. What have similar companies done that has been successful? What knowledge do you have from our research that you can share? A belt-and-suspenders approach to being overprepared always pays off."

Use the IDG CMO Perspectives videos

One easy way to get access to CMOs is to use the IDG CMO Perspectives videos. We make it very easy for CMOs to participate and have a meeting with them before the filming with sales in attendance. I am happy to help our sales teams get in front of any clients.

Prepare and earn the meeting

Few things are more frustrating than when a vendor's salesperson doesn't prepare for a meeting with me. A sample of questions that I've been asked in these meetings: "What is your role at the company?" "What does IDG do?" "I know print is important to you in the U.S., and I…" If you are meeting with decision makers, ask yourself how you are adding value to that meeting. Study their market and the competitors. What have they announced lately? What have similar companies done that has been successful? What knowledge do you have from our research that you can share? How will you make them be more successful? A belt-and-suspenders approach to being overprepared always pays off.

Follow up

You've put in hard work to get the meeting, now be sure that you heard the person you met, get confirmation and drive the sale forward. In other words, follow up after the meeting. Good luck! ■

Key concepts to consider when selling to the CMO

Based on his ongoing work with IT vendor CMOs, IDC Group Vice President/Executive Advisory Strategies ***Rich Vancil*** *shares some thoughts and guidance on how IDG might boost its capability to sell to these executives.*

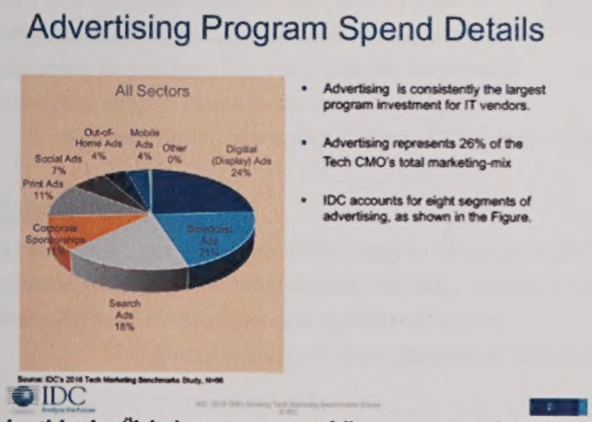
Vancil

1. Do your research. What is the CMO marketing and selling?

Across the IT industry, about half of purchases are big-ticket deals with very long and complex marketing and selling cycles. Successful marketing/selling takes multiple touch points over many months. The best marketing campaigns are integrated, multimedia, and they don't end with the capture of a qualified lead: they work hand-in-hand with sales, through to the close. IDG (and IDC) possess a king's ransom in knowledge, content and execution capability to fuel complex marketing campaigns.

2. Understand the CMO's budget and where the budget increases are going.

The good news is that the CMO's discretionary budget is increasing in 2016, based on results of the global IDC Tech Marketing Benchmark Study (see slide top right). For the vendors with $1 billion-plus in revenue, the average budget increase of over 5.2% is the best in 10 years. For the smaller vendors in higher growth mode, marketing budget increases might be two or three times that amount.

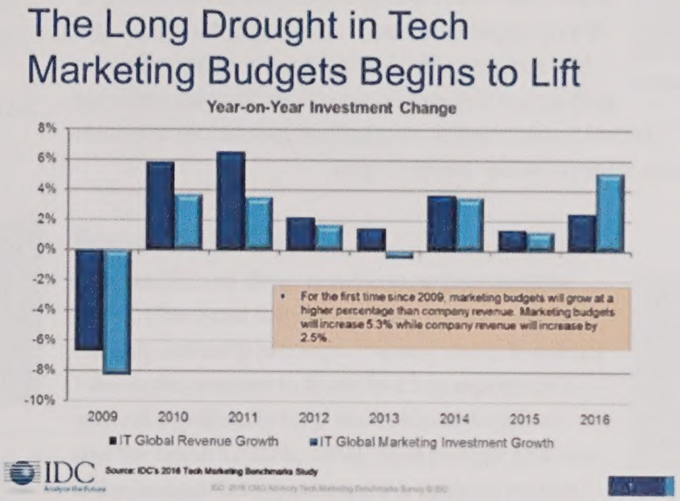


Advertising Program Spend Details

- Advertising is consistently the largest program investment for IT vendors.
- Advertising represents 26% of the Tech CMO's total marketing-mix
- IDC accounts for eight segments of advertising, as shown in the Figure.

Source: IDC's 2016 Tech Marketing Benchmarks Study, N=66

Advertising is still the largest category of discretionary spend (26%), and of that total, 57% is digital advertising and 43% is non-digital.



The Long Drought in Tech Marketing Budgets Begins to Lift

- For the first time since 2009, marketing budgets will grow at a higher percentage than company revenue. Marketing budgets will increase 5.3% while company revenue will increase by 2.5%.

Source: IDC's 2016 Tech Marketing Benchmarks Study

Vendors' marketing budgets will increase 5.3% while company revenue will increase by 2.5% in 2016.

Advertising is still the largest category of discretionary spend (26% of the total budget); and of that total, 57% is digital advertising (see slide bottom, left) and 43% is non-digital.

3. Sell to the CMO from the posture of being a very strong, very intelligent specialty provider.

Google and Facebook get 85 cents on every dollar of digital advertising. By definition, every other seller of ads is now a specialty provider. IDG sales reps need to hammer down on demonstrating their knowledge of IT vendors and the vendor's buyers. They need to showcase IDG's (and IDC's) thought leadership on these topics, which is world class. Do the programmatic purchases of Facebook and Google inventory offer this intelligence "wrapper"? No way.

4. Understand the "Office of the CMO," and look for new/emerging buying roles.

Tech CMO's continue to ramp up budgets and staff for content marketing. Look for new titles like the editor-in-chief" on the CMOs team: the executive who is architecting (and buying lots of content and media placement) to try to intercept the buyer in the earliest phases of his purchase. IDC research shows that many CMOs (primarily at smaller vendors) are spending as much as 40% to 50% of their entire budget on content marketing. ■

continued from page 1

Best sales tips

Be authentic

It's not what you say; it's what your customer believes. You can have the best sales presentation in the world, but if the customer doesn't believe your proposition, then you don't have a chance.

Kat Neal, account director, IDG U.K.

Ask the right questions

Ka

Sounds simple, but ask the right questions and listen to learn. By asking the right questions and digesting what their challenges may be, you can easily map back to how your service/solution/strategy can help them overcome these obstacles. By answering in a direct, relevant and consultative manner, you'll build credibility and interest with your prospects.

Steve Ka, sales director, CIO Executive Council

Think strategically

St. Louis

Be an extension of your client's marketing team. Listen to their needs, be customer-focused, always be honest and act with integrity. Don't go for a short sale as that never wins in the long run. Think strategically about the client's business and offer advice on what they will benefit most from. If you take this approach everyone wins — the client, you and IDG.

Ellie St. Louis, account director, IDG Enterprise

Encourage the customer to speak

Smith

Listen; ask open questions and encourage the customer to speak. By asking open questions and allowing a customer to outline what their challenges and marketing requirements are, you can quickly focus on that specific area and then advise on how you can help. Too many salespeople feel that they have to dominate a meeting and push their solutions rather than trying to pull from the client the one area that is posing the biggest obstacle for them.

Matthew Smith, managing director, IDG Connect International

Keep it simple

It's really basic, but this is something easy to remember. Start the conversation with open-ended questions, focusing on who, what, where, when and how. And just ask one question at a time.

Matthew Bennett, strategic partner director, IDG U.K.

Never procrastinate

Costello

I never put anything off. I respond to requests as they come in and clear my email every day. If I have a big project — RFP response or proposal — I plan a day or two to tackle that first thing when I am fresh. If it is big, I look at it to see what I need to delegate to others and get those out, then work on my pieces and get them completed. You can always edit but getting started is the hardest, and delaying it just makes it harder.

Barb Costello, global account manager, IDC

Focus on BANT

Calfa

Ask specific and direct questions as they relate to BANT. (The word BANT is actually an acronym for budget, authority [decision-makers], need, timeline.) Having the answers to these four key aspects of a sale will significantly help you in identifying: how real the opportunity is, if they have budget and who is the budget holder, who are the decision makers/stakeholders involved, what their needs are as well as their challenges that our services will address, and, of course, understanding what their timeframe is for this opportunity (i.e., is there a specific date they need to have and answer by or a specific date in which they need to submit their budget by, is there something internally driving this opportunity such as a new internal initiative that has a specific date associated with it, etc.). And remember, BANT questions do not have to be asked in the exact order, usually they are not, but they are always uncovered in any successful sale.

> When asking your prospect for the sale or about their budget, ask the question and then be completely quiet — the salesperson who speaks first loses!

Another very good tip: When asking your prospect for the sale or about their budget, ask the question and then be completely quiet — the salesperson who speaks first loses! For example: Now that I've shown you the value of our service as it addresses each of the needs and challenges you discussed, are you going to move forward with IDC? Don't say a word after that; all good salespeople should know this trick.

Matt Calfa, senior account executive,
IT Executive ProgramslEnd-User Sales, IDC

Knowledge is key

Know your customer's business. Be proficent in tech. Know how marketing/marketers work. Adopt as many best practices as you can.

Ousmane Keita, ad vertising manager, IDG Czech Republic ■

What's coming up for IDG Sales University in 2017

More Monthly Market Updates, Product Spotlights, Editorial Downloads and Competitor Analysis sessions

Speakers coming up in 2017 include IDG U.K. Commercial Director **Jules Kendrick**, VP of Sales/IDG Global Solutions Americas **Andrea D'Amato**, IDG Global VP of Client Solutions **Jason Tenenbown** and IDG Strategic Marketing Services Director of Applied Intelligence **Gordon Plutsky**, just to name a few.

PitchVantage: Virtual, computer-based presentation and public speaking training

While the team at IDG Training and Development strongly believes in in-person pitch and presentation training, the staff is looking forward to trying a new system to complement and supplement its in-person offerings. IDG has purchased 25 licences to a portal created to help salespeople practice and perfect pitch and presentation skills. The staff will be offering free month-long licenses to people nominated by business unit leaders to try out the platform. If the feedback is positive, IDG Training & Development will consider adding it to IDG Sales University as a standard offering.

Pitching IDG!

More training and practice opportunities around pitching IDG will be available within the next few months. The goal is to help all IDG salespeople explain IDG at the macro level consistently and confidently.

Continuous professional development/ rewards system platform

IDG Training and Development will be introducing a new platform, which will house all the Sales U offerings and act as home base for all Sales U participants. Features of this new platform will include a powerful and easy-to-use reporting dashboard, a corporate content library for sharing files and web resources and system badges (i.e., badges that are awarded when employees complete various programs).

Sales Excellence Program

Following the success of two editions of the new program that launched in 2016, two more Sales Excellence Programs will be held in FY17 — one in the U.S. and one in Europe. The Sales Excellence Program is a two-day, nomination-based program for sales employees that covers many core sales skill areas.

Action requested: Take the Sales University survey!

Now that almost a year has passed since the IDG Sales University initiative rolled out, the IDG Training and Development team would like to get feedback from participants about how Sales U has been going and what else they'd like to see offered. "Although we are very happy with the work we've done to date, it's important that we know what else will be most impactful as we continue to roll out relevant offerings and continue to build a commercially focused culture," said IDG Training and HR Project Specialist **Carolyn Yanuskiewicz**.

Here is a link to a short survey, that will help the team learn more about current sales training needs. Please take a moment to complete it at your earliest convenience.

Contribute your sales-related content ideas

The editors of IDG World Update plan to include more sales-oriented stories and features in 2017 would like to hear from employees on what kinds of content would be most useful.

Are there challenges you've been dealing with and you'd like to find out how your colleagues might handle a similar situation? Have you had a big win recently and can share some steps you took that made a big difference in being able to close the sale? Whether it is something you worked on or if you would like to tell us about one of your colleagues' achievements, just send a quick note to world_update@idg.com and we can follow up for more details.

Recipes for Success

Recipes for Success is a monthly contest in which participants can submit a success story to be highlighted and shared with other sales teams. The winner will have their story featured in a World Update article. To nominate yourself and/or a colleague, please email idgtraining@idg.com. We will be giving away $50 American Express Gift Cards to the December and January winners!

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IDG Germany's CIO of the Year Awards gala draws large crowd

The event in Munich drew almost 400 guests — 80 more than in 2015 — and consisted of a cybersecurity session, a dinner and awards program, and a business breakfast and panel discussion with the award winners.

SEE MORE ON PAGE 2

Also inside

One on one: IDC Program VP/Digital Media and Entertainment Karsten Weide
IDG launches Management Monthly training program
Spotlight on Situational Leadership
SMS' Gordon Plutsky named to Marketing Leader list

CarnegieCloud®

Learn how to hone management skills with Carnegie Cloud and Skillsoft Leadership Advantage.

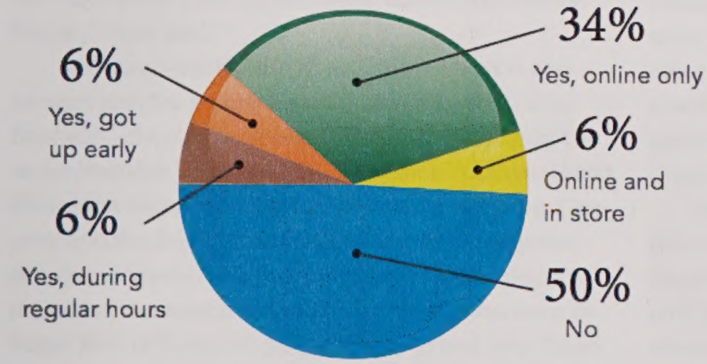
SEE MORE ON PAGE 5

Unsung Hero: Computerworld Executive Editor, News and Strategy is this week's nominee.

SEE MORE ON PAGE 8

Question of the week results

Did you do any Black Friday shopping?



Log on to www.idgcentral.com to vote on this week's question:

How do you prefer to read a book?

CLICK HERE

IDG

Tech & Marketing News from IDG

IDG Corporate Marketing's "Tech & Marketing News from IDG" newsletter aggregates top stories from tech and marketing news sites related to media, marketing, mobile, social video, the tech industry and press mentions about IDG and IDC. To get on the mailing list, sign up here. Recent selections include:

The End of the Apple Dynasty? (TechCrunch)

Native, Video and Programmatic Are the Essentials for Mobile Advertising Success (The Drum)

IBM Warns of Rising VoIP Cyberattacks (CIO)

Four Ways Publishers Need to be Digging Deeper Into Revenue Optimization (Digiday)

BBC Eyes Vertical Ads to Boost Mobile Monetization (Digiday)

IDG Germany's CIO of the Year Awards a must-attend event for local CIOs, sponsors

(L-R): **Horst Ellermann**, publisher, CIO magazine and IDG Germany consultant; Frank Riemensperger, CEO, Accenture Germany and sponsor of the Big Companies category; gala host Katrin Müller-Hohenstein; Bettina Uhlich, CIO, Evonik Industries, third-place Big Companies winner; Dr. Roger Kehl, CIO, Festo, first-place winner; Dr. Peter Jürging, CIO, Hoyer, second-place winner; Michael Nilles, CDO of Schindler Group; and **Heinrich Vaske**, editorial director, IDG Germany.

IDG Germany's annual CIO of the Year 2016 awards gala — a must-attend event for German IT executives — registered another successful year with a rising number of guests.

This month's event, held in Munich, drew almost 400 guests — 80 more than in 2015 — largely CIOs and event sponsors. "The CIO Awards are not only the most important distinction CIOs can obtain in the German-speaking countries, but the gala is also the 'pre-Christmas CIO-community reunion,'" said **Karen Funk**, senior editorial project manager and editor for Computerwoche and CIO.

The three-part gala began with a pre-event, sponsored by Accenture and Intel Security that featured several of this year's award-winning CIOs and other prominent CIOs speaking on best practices and a well-known cybersecurity expert. A four-course dinner and awards ceremony, hosted by IDG Germany Chief Revenue Officer **Michael Beilfuss** and well-known German TV journalist Katrin Mueller-Hohenstein, was followed the next morning by a business breakfast and panel discussion called "Meet the Winners" sponsored by Eurodata.

Among the 23 sponsors were Accenture and Bechtle, both long-standing event partners, as well as Hewlett-Packard, SAP, Huawei, Deloitte and Capgemini. "Although the market is challenging and many other digital initiatives are competing with us for corporate marketing budgets, we have succeeded in collecting strong revenue thanks to our extremely driven sales team led by Senior Key Account Managers **Gerda Tausch** and **Sabine Mayer**," Funk said.

Beilfuss presented the Young Talent award in conjunction with the private German university WHU Otto Beisheim School of Business. IDG Germany Editorial Director **Heinrich Vaske** and CIO magazine Publisher **Horst Ellermann** recognized the Top 10 finalists in the Big Company and the Small/Medium-size Company categories with brief remarks. Last year's winners in each category presented the awards to the 2016 winners, who were Dr. Roger Kehl of Festo AG (large company) and Jens Riegel of Lohmann Animal Health (SME).

The awards jury was made up of members of the editorial teams of Computerwoche and CIO; well-known IT scientists from universities in Munich and Switzerland; and three former CIO of the Year winners from some of Germany's biggest corporations; each year there are three new award winners on the jury.

"Recruiting former winners for the jury proved beneficial in two ways," she said. "It gave the vote of current IT managers more weight, counterbalancing the academic votes and helped to form longer-lasting relationships with our winners — also enticing them to attend the gala."

Funk said two-thirds of the award applicants were new to the event, including Festo, a German process automation company, chemical producer Evonik Industries and soccer club FC Bayern Munich. "We noticed that quite a few corporate team members urged their bosses to enter in the competition, which emphasizes that this award is not only a personal one, but one for the team as well."

> "We received a lot of positive feedback from our attendees, especially the new ones, who were overwhelmed by the glamorous yet warm atmosphere of the event and the recognition their work received from an IT-savvy audience."
>
> *Karen Funk*

After the awards presentations, the event, held at the five-star Hotel Bayerischer Hof in Munich, lasted until 4:00 a.m., as guests and award winners networked and danced. "We received a lot of positive feedback from our attendees, especially the new ones, who were overwhelmed by the glamorous yet warm atmosphere of the event and the recognition their work received from an IT-savvy audience," Funk said.

Contact Karen Funk. ■

OneonOne

Karsten Weide

IDC

IDC's program VP/Digital Media and Entertainment is this week's columnist. Reach him at kweide@idc.com.

> "Our Digital Advertising Market Model tracks and forecasts spending with a granularity that you can't find anywhere else in the industry."

Q What is IDC's coverage of the new media and advertising?

A We cover all the cutting-edge subjects in the space. We cover the exciting transition from traditional TV to streaming video both in our advertising research and in our Multiscreen Video practice. There is a big push in the media industry for advertising automation, and we are one of the leading research outfits covering it. Our Digital Advertising Market Model tracks and forecasts spending with a granularity that you can't find anywhere else in the industry.

We also cover the sharing economy, Uber, Airbnb, you name it, payment platforms and e-commerce in our New Media Market Model. The Gaming practice looks at video games and hardware; gaming is the leading applications for virtual reality and augmented reality. Just think of Pokemon Go.

Q According to an IDC report, "When TV goes digital, it will change the nature of digital advertising as we know it." Can you elaborate?

A The major change that digital brings is better targeting, i.e., a better understanding of which consumers advertisers reach with their ads when they buy media. It has already done that in video, and it will also do it in traditional TV.

Targeting in traditional TV hasn't really changed a lot in the past 50 years, it still is very basic. Nielsen will tell you basic demographics, gender and age, and that's pretty much it. With digital, TV companies will be able to apply much richer data sets to their traditional TV advertising slots.

With better targeting, your advertising campaign becomes more effective because you reach just the people you want to reach. In other words, you spend less money on showing ads to people who don't care about them. It's good for TV companies, too, because they can now ask for more money for the same ad slots because they can tell buyers which people they are going to reach in any given program.

But that's just the first step. Targeting with programmatic technology is better, yes, but you still buy a whole program in a particular geography. So the most granular you can go is addressing everybody, say, in San Francisco who watches "The Walking Dead."

The next step will be TV advertising at the household level. So, even though my neighbor and I are watching the same show, he will see an ad for the new Ford F150 because he is a general contractor, and I will see an ad for a Honda Accord Hybrid because I am an eco-conscious suburban dad.

Q What's your take on whether or not AT&T's intended acquisition of Time Warner will go through? What do you see as the main ramifications of that outcome if it happens?

A Yes, it's probably going to go through. There has been no grumbling out of the Federal Trade Commission or the Justice Department so far. Now, that may be because the current administration is on its way out. But I would expect the new Trump administration to be somewhat more lenient with regard to anti-trust issues than the Obama administration.

If it does go through, that would be good news for AT&T. It pairs the No. 1 content distributor with one of the major content providers, which could be a very powerful combination. There are risks for AT&T, in particular, that this deal would saddel them with a lot of debt, but the deal does offer a lot of upsides and could improve AT&T's overall profit margin.

For consumers and the overall economy, there are risks. The main worry is that once AT&T owns Time Warner's content, it could then favor the distribution of that content to its pipeline of customers over the content of other providers. That would reduce consumer choice and competition. So there is a potential conflict of interest there. When a distributor owns a content provider, then the distributor has an inherent interest in maximizing the content provider's profitability. AT&T has said that those would not be its goal, but that is the inherent mechanics of this deal. Of course the FTC could install safeguards, and the question is how effective they would be in practice.

Q Has programmatic advertising technology come to the TV industry, both in the U.S. and elsewhere?

A Yes, programmatic technology is coming to TV big time, even though it's early days. The TV industry is beginning to realize it needs to answer to two trends that are shaking up media. One, the fact that consumers are increasingly watching streaming video instead of traditional TV, or linear TV as it is called in the industry jargon. It's not a landslide yet, more of an erosion, but this trend will only accelerate.

continued on page 6

IDG launches new Management Monthly training program

IDG's Training and Development team is rolling out its newest global training offering: IDG Management Monthly. The program, which will focus on a different management-related topic each month, is open to all managers at IDG and IDC offices worldwide, as well as individuals who aspire to become managers.

The program's offerings will be summarized each month in an e-newsletter that will contain information about the topic being highlighted and the different ways employees can learn more about it, including:

- A monthly 60- to 90-minute live webinar presented by an IDG subject matter expert who is well-versed on the featured topic.
- A 60- to 90-minute monthly group coaching call focused on solving individual situations and challenges associated with the topic.
- Articles, podcasts and other on-demand learning opportunities including offerings from Dale Carnegie, Skillsoft (see sidebar, page 5), Lynda.com and more.
- An activity/challenge designed to give managers a chance to practice a skill related to the monthly topic.
- A brief Q&A on the month's topic with the instructor or a manager who exemplifies the topic.

> "Our goal in creating this new program is to provide valuable, ongoing management development to as broad a spectrum of managers as possible and to make that training as portable and accessible as we can."
> *Carolyn Yanuskiewicz*

"Our goal in creating this new program is to provide valuable, ongoing management development to as broad a spectrum of managers as possible and to make that training as portable and accessible as we can," said **Carolyn Yanuskiewicz**, IDG training and HR project specialist. "While we hope many managers will choose to join the live webinars each month, we are sensitive to the fact that busy schedules sometimes make that impractical so all monthly webinars will be recorded and posted on IDG Central, along with links to all of the related podcasts and articles for on-demand use." The monthly group coaching calls, designed to address specific management challenges, will not be recorded to preserve confidentiality, Yanuskiewicz noted.

The Management Monthly program aims to provide a variety of ways for managers throughout the company to learn more about the topics presented each month in a way that matches their experience and appeals to their preferred learning method, Yanuskiewicz explained. "For some managers, the monthly webinar might serve as a refresher on a particular topic; for others it might

continued on page 5

Spotlight On: Situational Leadership

Laurie Butson, VP, Global Training and Development, IDG

Can you briefly explain Situational Leadership?
The idea behind Situational Leadership is that people need different things from you, as their manager, in different situations. Even the same people need different styles and different things depending on the situation. If you take the saying "different strokes for different folks" to the next level, Situational Leadership is all about "different strokes for the same folks."

Why is Situational Leadership important to you?
Situational Leadership is one of the few management topics that touches on so many management responsibilities. If you know and practice Situational Leadership, it can help you in so many areas as a manager — communication, delegation, motivation, managing up and even time management (who doesn't want to save time as a manager?) — just to name a few.

Butson

What advice can you give to managers who may not be putting a priority on Situational Leadership? Are there any simple changes they can put into action today?

Although we encourage all managers to consider coming to the webinars this month, there are small things you can do even if you don't know the theory and model of Situational Leadership. The first is to think about the people on your team and what they need from you. Do they need more direction from you in certain areas? Or do they need more support from you? Or do they need less of each of those things from you in certain areas? Just asking yourself those questions, you can improve your management work. Knowing, understanding and practicing Situational Leadership can help take your effectiveness to the next level.

Carnegie Cloud offers online, live management training

Carnegie Cloud is a virtual instructor-led skill development resource. All of the courses are delivered online, live and in real time. Participation in the live sessions is not limited to IDGers — there will be managers from other organizations attending as well. Carnegie Cloud courses are scheduled for many different date/time options in order to accommodate a variety of time zones and schedules.

Among the many management-related offerings are:

- Leading Change Effectively
- Performance Reviews That Motivate
- Delegation
- Step Up to Leadership
- Secrets of Motivation
- Leading across Generations
- Present with Impact
- Secrets to Leading with Assertiveness

Click here for a complete list of courses (all courses shown on page two are available to participants, as IDG has invested in the Platinum Subscription). Participants may earn several different management certificates depending on which series of classes they complete, including Senior Leadership, Advanced Leadership, Front Line Leadership, Advanced Management and Front Line Management certificates.

Carnegie Cloud is available to all IDG and IDC employees worldwide. Please contact IDG Training and Development to request a license. If a license is not immediately available, you will be added to a waitlist. Once you are granted access, an enrollment key will provide you three months access to Carnegie Cloud. You can sign up for as many sessions as you would like within that three-month period (including classes scheduled after the date your license expires).

For more information, contact Carolyn Yanuskiewicz. ■

Skillsoft Leadership Advantage online training available to IDG, IDC employees worldwide

Skillsoft's Leadership Advantage is an online leadership development program that leverages multiple modes of instruction including text, video and interactive practice activities.

Through a series of targeted learning tracks that support 40 critical competencies, Leadership Advantage provides individuals with a collection of focused resources targeting essential leadership and professional development skills including:

- Managing Performance
- Developing People
- Giving and Receiving Feedback
- Managing Conflict
- Problem Solving and Decision Making
- Leading Change
- Setting and Managing Priorities

...and more.

Skillsoft Leadership Advantage training resources are available to all interested IDG and IDC employees worldwide. Please make sure you use your IDG or IDC email address when signing up for an account using the following steps:

1. Go to: https://idg.skillport.com/
2. Click "Register"
3. Fill out all required fields (username, preferred password, first name, last name, email address, job title, department, business unit)
4. Click "Sign Up"

Please direct questions to IDG Training. ■

continued from page 4

Management Monthly

be an introduction. Some managers may have struggled with a particular challenge and will find value in having a chance to discuss their situation in the monthly coaching session. For others, reading a variety of articles or completing an online tutorial may be most helpful. We're hoping that everyone will pick and choose the options that work best for them."

December's topic is Situational Leadership. Situational Leadership involves aligning management styles with employee development levels and is designed to provide managers with a way to give each employee the specific combination of support and direction they need to be successful in their roles. The webinar is scheduled for Dec. 6 and the group coaching call is scheduled for Dec. 13.

A Management Monthly page is available on IDG Central and will contain a link to this week's webinar as well as links to several podcasts, videos, books and articles related to the topic. In January, the topic will be Motivation.

There is still time to register for the Dec. 6 Situational Leadership webinar and the group coaching call on Dec. 13 by visiting the Training section of the IDG Employee Connection website (U.S. employees) or emailing IDG Training (employees outside the U.S).

For more information, or to get on the mailing list for the Management Monthly newsletter, contact Carolyn Yanuskiewicz. ■

continued from page 3

One on one

The other trend is that advertisers and agencies are coming to the big TV companies and saying, hey, you know, look at all the cool stuff we can do in digital video with programmatic technology, why can't we do this on TV?

> "There are some unique challenges to merging programmatic video with TV advertising. One is that TV is running on technology that is often decades old and was never designed to interface with digital, so integration is a challenge."

So TV companies will need to introduce technology that makes TV advertising more like digital advertising. Plus, they need to distribute their content via streaming video and monetize it by advertising there as well. And both video and TV advertising need to be integrated, because advertisers want to plan and run integrated advertising campaigns, not separate campaigns on TV and video. All of that is not trivial, and is only possible with programmatic technology.

The commercial potential for any tech vendor in this space — companies like The Trade Desk, AOL, Videology, Tubemogul and WideOrbit — is enormous. The TV advertising industry in the U.S. alone is worth close to $90 billion, and let's say vendor margins will be just 10%; that's potentially $9 billion for the taking.

All of this is beginning to happen, but it's mostly happening in the U.S., and to some extent in the U.K. Everybody else is far behind. Japan is probably going to be last to adopt programmatic TV because ownership is so concentrated.

Q What are the challenges around building programmatic video advertising? How do they compare with what online programmatic advertising has experienced?

A Yes, there are some unique challenges to merging programmatic video with TV advertising. One is that you need to find a common currency measuring effectiveness. Digital has view-throughs and clicks, TV has gross rating points; how do you marry the two? Another challenge is that TV is running on technology that is often decades old and was never designed to interface with digital, so integration is a challenge. But the biggest challenge is the human factor. TV executives are sitting on the goose that has laid golden eggs for decades. Some of them would rather not make changes to a multi-billion dollar business.

SMS' Gordon Plutsky among 50 Marketing Thought Leaders

Brand Quarterly magazine recently released its annual "50 Marketing Thought Leaders Over 50" list, which this year includes **Gordon Plutsky**, IDG Strategic Marketing Services director, Applied Intelligence.

"Each of the marketing thought leaders has a wealth of experience and knowledge to share and has gained the respect of their peers through their words, actions and achievements in print, in person and online," Brand Quarterly editors said.

Plutsky

Each finalist was asked to share his or her own marketing mantra. Plutsky said, "By thinking customer-first, companies will design successful products and create campaigns that draw insight from customer data. Marketers must remember it is about the customer, not their brand. Effective marketing must meet the customer's emotional and rational needs to change behavior, true for B2C and B2B. Marketing's goal is driving sales, and you need to think customer-first to be successful."

Brand Quarterly offers a holistic approach to building a brand and recognizing brands in all aspects of business and is a resource for marketers to successfully grow their brands.

For more information contact Gordon Plutsky.

Q If the Verizon/Yahoo! merger succeeds, how will that new company's status as a third major player in digital advertising make an impact on the two leading players, Facebook and Google?

A It would be good for the industry.

The digital ad industry in 20 years has consolidated more and faster than the TV industry did in 70. In TV, even now, we have five big players, Disney, CBS, NBC/U, Fox and Comcast. Add Time Warner. In digital, we have two: Google and Facebook. And after that, the long tail begins. There was AOL, there is Yahoo!, Twitter is an acquisition candidate in my book once the market has settled on a more realistic price tag for it. After that we are talking tiny players like Ask (IAC), The New York Times and The Washington Post. None of them is able to really go foot to foot with Google or Facebook.

There is a lot of concern with buyers that with the current duopoly comes a lack of competition and with that, worse advertiser-facing products and higher prices. With Verizon acquiring AOL and Yahoo!, there's a chance they will create a third player that can compete with Google and Facebook, and will provide more competition. It'll be key for Verizon to let Tim Armstrong do his thing and let him take care of the digital media and ad business. ■

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

34
Rick Ciliberto *U.S. Media*

29
Karen Timons *IDC*

26
Seanna Maguire *IDC*

24
Maryfran Johnson *U.S. Media*
Wieslaw Pawlowicz *IDG Poland*

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Tim Greene *U.S. Media*
Neil Weinberg *U.S. Media*
Michelle Tompkins *U.S. Media*

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Janis Dempsey *IDC*

20
Tehmasp Parekh *IDC Australia*
Patrick Thibodeau *U.S. Media*
Paul McNamara *U.S. Media*
Elisabeth Rainge *IDC*

19
Hyun-Ju Kim *IDC Korea*
Joseph Howard *IDC*

18
Ellie St. Louis *U.S. Media*
Laura Hilliard *IDG Global Solutions*

17
Daniela Cimino *IDC*
Suzanne McMillen *U.S. Media*
John Cooney III *IDG Corporate Services Group*

16
Lucas Mearian *U.S. Media*
Kathy Rebello *U.S. Media*
May Fung *IDC Hong Kong*
Kevin Kane *IDC*

15
Melissa Riofrio *U.S. Media*

13
Duncan Newell *U.S. Media*

12
Beth Fitzgerald *U.S. Media*
Johanna Himes *U.S. Media*

11
Nandish Eregowda Hoothagere *IDC Center for Consultancy & Research*
Lisa Kerber *U.S. Media*
Karen Massey *IDC*
Lisa Kue-Miya *IDC*
Martin Horcicka *IDC CEMA*

10
Manjunath Siddaiah *IDC India*
Deb Begreen *U.S. Media*
Karsten Weide *IDC*
Romelle Herring *IDC*
Kathleen Sullaway *CIO Executive Council*
Eileen Smith *IDG Corporate Services Group*

9
Lynn Vuong *IDC Australia*
Barbara Krasnoff *U.S. Media*
Presh Costales *U.S. Media*
Phuong Hang *IDC*
Zoe Crowder *IDC*
Jacklyn Kliem *IDC*
Elaina Stergiades *IDC*
Zeynep Kilic *IDC Turkey*

8
Bibi Yengkokpam *IDC Center for Consultancy & Research*
Marcus Torchia *IDC*
Gary Chen *IDC*
Evelyn Gonzalez *IDC*
James Stone *IDC*

7
Jason Cross *U.S. Media*
Kristin O'Connell *U.S. Media*
Bhavna Verma *U.S. Media*
Byoung-Jik Lee *IDC Korea*

6
Himansu Tripathy *IDC Center for Consultancy & Research*
Ragupathy Vellappa *IDC Center for Consultancy & Research*
Leah Yamshon *U.S. Media*
Rick Currier *U.S. Media*
Peter Kosinar *IDC CEMA*

5
Tracy Major *U.S. Media*
Andy Ferris *U.S. Media*
Michelle Davidson *U.S. Media*
John Wainwright III *IDC*

4
Byron Halbower *U.S. Media*
Lucy Sandiscon *U.S. Media*
Alejandro Germenos Ramirez *U.S. Media*
Julie Rogers *U.S. Media*
Mathew Wisniewski *IDC*
Linn Huang *IDC*
Irina Bolotova *IDC Central Asia*

3
Rachel Lavallee *U.S. Media*
Diana Petrus *U.S. Media*
Iryna Melnychuk *IDC Ukraine*
Daniel Skoglund *IDG Sweden*
Mike Toney *IDG Strategic Marketing Services*
Aleksandra Zygarska *IDG Poland*

2
Corinna West *IDC Australia*
Mun Su Choi *IDC Korea*
Sagar Patade *U.S. Media*
Gordon Ung *U.S. Media*
Courtney Hunt *U.S. Media*
Ameera McNeal *U.S. Media*
Phillip Goodwin *IDC*
Bryan Bassett *IDC*
Anthony Scarsella *IDC*
Wynette Outland *IDC*

1
Cassie Sun *IDC China*
Maggie Xie *IDC China*
Simran Singh *IDC Malaysia*
Anastasia Antoova *IDC New Zealand*
Lee Hoon Toh *IDC Singapore*
Irene Lien *IDC Taiwan*
Komal Daryani *U.S. Media*
Lisa Holubik *U.S. Media*
Henry Lloyd *U.S. Media*
Lindsay Rafalski *U.S. Media*
Katherine Stevenson *U.S. Media*
Marianne D'Aquila *IDC*
Kevin Prouty *IDC*
Jeanne Keefe *IDC*
Robert Palmer *IDC*
Carrie Solinger *IDC*
Jason Rajasegaram *IDC*
Igor Zvak *IDC CEMA*

noteworthypeople

New employees

Webber

IDC Framingham has hired **Chris Webber** as research director, Strategic Alliances. He was previously global lead, Foundational Research and Analytics with Cisco Systems, Inc. He holds a graduate certificate in data communications from Northeastern University, studied financial management, human resources and international relations at the school's D'Amore-McKim School of Business, holds an MBA from Babson College in Wellesley, Mass., and is currently pursuing a graduate certificate in strategy management at Harvard University. He also attended the U.S. Army Command and General Staff College and the U.S. Navy War College. In his free time he enjoys volunteer work and running, recently completing a 5K race in 21:30. cwebber@idc.com

Dong

Chris Dong joins **IDC California** as research director, IDC China liaison, charged with helping U.S.-based IT and communications clients shape their marketing and partnership strategies in China. He has worked in a variety of U.S.- and China-based roles for firms such as Cisco, Microsoft and Beyondsoft. He earned a B.S. in computer science from China's Tsinghua University and M.A.s in computer science and applied mathematics/statistics from the University of New Mexico. cdong@idc.com

The CIO Executive Council has hired **Erica Hartnett** as a client relationship manager. She was previously a senior client service associate with Morgan Stanley and a senior associate at Bain Capital and holds a B.A. in economics and psychology from Tufts University in Medford, Mass., and an MBA from the University of North Carolina. Her hobbies include travel, squash and hiking. ehartnett@cio.com

Sales issue on Dec. 12

Next week's issue of IDG World Update will focus exclusively on the IDG and IDC sales universities and will feature advice and tips from a variety of sales leaders around the company.

unsunghero

Ken Mingis

Executive editor, News and Strategy

Computerworld

Do you know a person whose quiet contributions help ensure the success of the whole group? Write to [IDG World Update.](#)

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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thanksto

The editors of IDG World Update would like to thank the following people who assisted with this issue:

Laurie Butson *IDG*
Scot Finnie *U.S. Media*
Karen Funk *IDG Germany*
Ken Mingis *U.S. Media*
Jordan Nuerminger *IDG*
Karsten Weide *IDC*
Carolyn Yanuskiewicz *IDG*

IDG Enterprise Editorial Director Scot Finnie *named Computerworld Executive Editor, News and Strategy* Ken Mingis *his team's unsung hero. "Ken is Computerworld Editorial's accidental chief morale officer, news wizard, online publishing nerd, Apple junkie and video podcaster extraordinaire," he said. "This hugely talented member of the editorial team learns everything super-fast and is able to move reams of work or spread it out among the news staff. One of the best things about Computerworld is the chemistry among the staff members, and Ken is a big part of why it has lasted for years and years. His laid-back Southern style, sense of humor and personality act as a sort of social glue. It's hard to imagine a better colleague."*

Home Pawtucket, R.I.

Title Computerworld executive editor, News and Strategy

Primary job responsibilities I oversee Computerworld's news staff, which includes two news editors and five news reporters, working with them to brainstorm on story ideas, editing stories, posting them to our website and updating the site so it always has the latest news and fresh content for readers. There's also social media work and video!

Three things I do in a day's work Connect with reporters and editors throughout the day (and often in the evening if news breaks) to see what they're working on and help them settle on the best stories. Shepherd content onto our site, which means editing the stories, adding photos and then making sure they're displayed appropriately on our website. I also put together our daily afternoon newsletter.

What I love most about my job Every day is a little different because the flow of news never stops. I have the chance to work with such an incredibly bright group of people who are committed to excellence in tech journalism.

Computerworld executive editor, News & Strategy ***Ken Mingis*** *joined IDG in 2001.*

A hot-button issue I'm dealing with Video! This year it's been a big issue for all of us as we grapple with how best to do/integrate/promote great stories with video. It's been really fun, and occasionally frustrating, but routinely worthwhile.

Latest accomplishment The big accomplishment this year is my own video show, [Mingis on Tech](#). We film every week or two depending on what's going on. I have a variety of guests on to talk about the hot tech topics of the day. And I got to help out with our [holiday gift guide video](#) this year, both as wearables model and soothing voiceover guy.

Career highlight I don't have a single highlight. My whole tenure here is a highlight because of how much I've learned about technology and online news and seeing how much journalism has changed over the past 15 years.

Interests outside the office Cars, Macs, American history/politics, exercise. Especially cars.

What others can't tell just by looking at me That the first time I ever got in an airplane I jumped out (static-line jump), meaning for a while I could legitimately say I had taken off in an airplane but never landed in one. (I only did that once, by the way.)

IDGWorldUpdate

EMPLOYEE NEWS AND INFORMATION

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IDC's U.S. sales team assembles for annual meetings, training

IDC held its annual gatherings of U.S. sales, research, consulting and marketing staff, where attendees learned about products and services, sales and research strategy updates and sales training opportunities.

SEE MORE ON PAGE 2

Also inside

One on one: IDC President & CEO Kirk Campbell looks at FY16 performance, what's ahead for 2017

IDG Germany adds gamification star-rating system to community-building Experts Network

Tomorrow's Lessons from Today's Reality: How Media Companies Can Fight Commoditization

Michael Friedenberg
CEO, IDG

IDG CEO Michael Friedenberg presents a Market Update in a webinar for IDG Sales University.

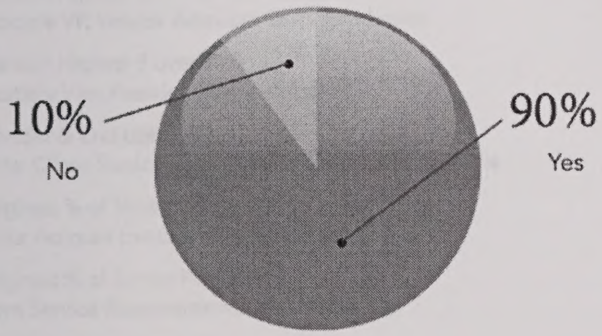
SEE MORE ON PAGE 6

Unsung hero: IDG Enterprise Client Services Coordinator Rachel Lavallee is this week's nominee.

SEE MORE ON PAGE 7

Question of the week results

Have you ever unfriended someone on Facebook?



Log on to www.idgcentral.com to vote on this week's question:

Did you do any Black Friday shopping?

CLICK HERE

IDG

Tech & Marketing News from IDG

IDG Corporate Marketing's "Tech & Marketing News from IDG" newsletter aggregates top stories from tech and marketing news sites related to media, marketing, mobile, social video, the tech industry and press mentions about IDG and IDC. To get on the mailing list, sign up here. Recent selections include:

Facebook Is Winding Down Its Atlas Ad Serving Program
(Adweek)

Publishers Love Header Bidding, But Ad Buyers Have Qualms
(Digiday)

Google, LinkedIn Leaders on Tech's Responsibility for Lost Jobs
(Network World)

NBC Universal Makes Another $200 Million Investment in BuzzFeed (Advertising Age)

IDC's U.S. sales team assembles for training, networking and awards

RUTH SAGER PHOTOS

IDC's East Coast sales winners (front row, l-r): ***Lynda Sterling, Lisa Kue*** *and* ***Daniel Freiman.*** *Second row (l-r):* ***Shannon Roche, Nancy Gershlak, Kendra Rhodes, Karen Laverdiere, Brad Christenson, Jeannie Keefe*** *and* ***Kelly Wennik.*** *Back row (l-r):* ***Edward Teveris, Coby Smith, Simon Salamon*** *and* ***Nick Ramos.*** *Not pictured:* ***Tricia Henderson, Dorothy Merullo*** *and* ***Brandon Bove.***

West Coast sales winners, from left: ***Monica Bennett, Denise Haines, Steve Kempton, Tina Adams, Elaine Duncan*** *and* ***Teresa Tassone.***

IDC held its annual gatherings of sales, research, consulting and marketing staff in Natick, Mass. (Nov. 8-9) and San Mateo, Calif (Nov. 15-16) with an agenda that included product and industry updates, networking and awards.

IDC President & CEO **Kirk Campbell** opened the program with a business unit update followed by Chief Sales Officer **Brad Thorpe**'s insight into key sales initiatives and EVP/Chief Research Officer **Crawford Del Prete**'s research, product and strategy update. These set the stage for a variety of interactive sessions that this year focused heavily on key growth areas for IDC and its clients and prospects in the 3rd Platform, Innovation Accelerators and Digital Transformation, with key research and data tracking products, detailed spending guides with use cases and forecasts, the exploding security market and IDC Consulting's successful case studies covering sales enablement, thought leadership, buyer behavior, partnering, custom analytics and understanding buyer personas.

Director of Sales Enablement **Jill Toole** talked about the newly created and expanding IDC Sales University platform. **Jim Farley**, GVP/GM of Sector, Financial, and Insights Sales, and **Michael Deutsch**, SVP of Industry Sales, hosted a new session with a panel of sales colleagues sharing stories of best practices utilizing key selling skills tools from recent training conducted by M3 Learning.

"Coming out of this meeting, the team is very motivated and equipped to take on the challenges of a very dynamic IT industry and customer base and prepared to succeed," Thorpe said.

The recipients of the Sales Year Q2 sales awards were:

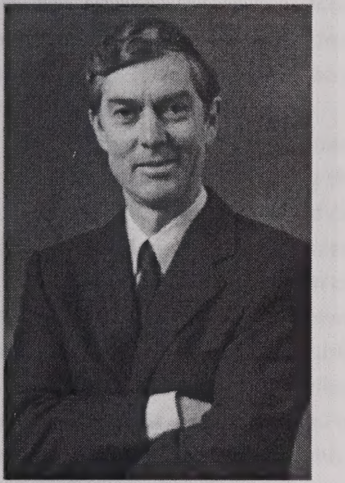
- Business Development Highest Points
  Sector, Inside Sales **Nicholas Ramos**
- Business Development Second Highest Points
  End User, Inside Sales **Daniel Freiman**
- Client Service Representative of the Quarter
  Sales Operations Specialist **Lisa Kue**
- End-User Highest % of Plan
  Senior Account Executive, IT Executive Programs **Brandon Bove**
- End User Highest $ over Plan
  Senior Account Executive **Karen Laverdiere**
- Vendor Highest % of Plan
  Associate VP, Vendor Accounts **Tricia Henderson**
- Vendor Highest $ over Plan
  Associate Vice President **Steve Kempton**
- Vendor & End User CSR
  Senior Client Service Rep/Insights Sales **Shannon Roche**
- Highest % of Sector Plan
  Senior Account Executive **Nancy Gershlak**
- Highest % of Sector Plan Team
  Client Service Representative **Jeannie Keefe**
- Highest % of Industry Plan
  Group Vice President **Brad Christenson**
- Highest % of Industry Plan Team
  Customer Service Representative **Kendra Rhodes**
- Highest $ over Industry Plan
  Group Vice President **Simon Salamon**
- Highest $ over Industry Plan Team
  Client Service Representative **Lynda Sterling**
- Highest % of Enterprise Plan
  Sales Director **Coby Smith**
- Highest % of Enterprise Plan Team
  Sales Operations Specialist **Dorothy Merullo**
- Highest $ over Enterprise Plan
  Global Accounts, Group Vice President **Denise Haines**
- Highest $ over Enterprise Plan Team
  Lead Client Service Representative **Tina Adams**
- Highest % of Consulting Plan
  Consulting Sales Manager **Kelly Wennik**
- Highest $ over Consulting Plan
  Consulting Sales Manager **Edward Teveris**
- Special Award of the Quarter: **Tina Adams**; Lead Client Service Representative **Monica Bennett**; Client Service Representative **Elaine Duncan**; Senior Client Service Representative **Teresa Tassone**.

Write to Brad Thorpe.

OneonOne

Kirk Campbell

IDC



IDC's president and CEO is this week's columnist. Reach him at kcampbell@idc.com.

IDC now has 1,900 employees worldwide, with 74% located outside of the United States. The other major research firms — Gartner and Forrester Research — are much more U.S.-centric.

Q Can you provide a summary of IDC's FY 2016 performance?

A IDC ended FY 2016 with a bookings (sales) increase of 4% over the prior year, which was a satisfactory result considering all of the changes and disruptions occurring in the technology world, particularly those impacting IDC's traditional customers. The bookings growth was led by a very strong performance in IDC's consulting business while our largest product line, the subscription business, recorded moderate growth. The bookings growth rate puts IDC into a good position going into FY 2017. I am very pleased to report that IDC was able to achieve in FY 2016 another record operating profit exceeding the budget target as well as the prior year. IDC earned an operating profit margin in the teens, which puts us into the same profit margin range as Gartner and at a much higher level than Forrester Research. All of IDC's international business units performed very well in terms of delivering increased profits. IDC U.S. profits were impacted by our planned higher investment in the IT Executive Program, IDC's research advisory subscription program for technology buyers, which is a strategic growth area. I'm very proud of the way that IDC employees stayed focused on our business, goals and customers throughout FY 2016 while the IDG board of directors explored strategic options for IDG.

Q What are your management priorities for the year ahead?

A Our first priority is to aggressively grow IDC's IT Executive Program, which is essentially an unlimited growth opportunity for our company. We continue to add sales, research and customer service employees around the world to support the rapid growth of this critically important business.

Our second priority is to tap into new buyers and budgets of our technology vendor customers. There are budgets in sales, marketing, strategic planning, competitive intelligence and channels that we are not fully penetrating with our subscription products and consulting, so this is a top priority for all of our management and sales teams around the world to focus on in FY 2017.

Our third priority is to continue to drive high growth with emerging technology companies. This client base grew by 50% this past year. We are adding new sales staff in the U.S., Europe and Asia to enable many more of these exciting new clients to buy IDC's research and consulting and sponsor our events in 2017.

My personal priority in FY 2017 is to make sure that, when the IDG board of directors announces its decision about IDG's strategic options, there is a smooth transition and a very good outcome for IDC's employees and customers. I'm committed to making sure that IDC continues to thrive and is a great place to work in 2017 and the future.

Q What are the new research programs that IDC is launching in FY 2017 as a result of customer feedback?

A We have heard clearly from our customers that they want IDC to launch more research on digital transformation and the hot new emerging technology areas that include what IDC calls the Innovation Accelerators (IoT, Cognitive Computing, Next Generation Security, 3D Printing, Robotics and Augmented and Virtual Reality). To meet these client needs, IDC announced in October at its Global Research Advisory Council meetings a complete portfolio of new research programs for 2017. First of all, IDC now has in place 30 different Digital Transformation subscription programs at the worldwide, regional and country level. We are very pleased to be offering four new leading-edge IDC Tracker programs focusing on IoT Gateways, Industry Clouds, 3D Printing and AR/VR Headsets. We also are launching outstanding new subscription research programs covering Connected Cars, 5G, DevOps, Commercial Robotics, Open Source Ecosystems, IoT Services and Infrastructure, Data Providers and Brokers, and Advertising Software, to name some of the key areas. Plus, we continue to expand our important IDC Spending Guides, which provide customers with global solution forecasts and critical-use case data to cover all aspects of traditional IT spending and emerging technology growth areas. I'm confident that these highly relevant new IDC research programs will drive IDC's growth engine in FY 2017.

Q What are the latest numbers that back up IDC's standing as the industry's most global IT market research and advisory firm?

A In terms of IDC's most important asset, our research analysts, we are now up to about 1,200 research employees located in more than 50

continued on page 5

IDG Germany adds gamification star-rating system to community-building Experts Network

IDG Germany's Experts Network, launched in January 2014, currently has 453 IT industry experts whose published articles bring outside expertise to IDG Germany's Computerwoche, ChannelPartner and CIO sites and engage readers, building an online community. Now a new in-house program is giving those experts star ratings.

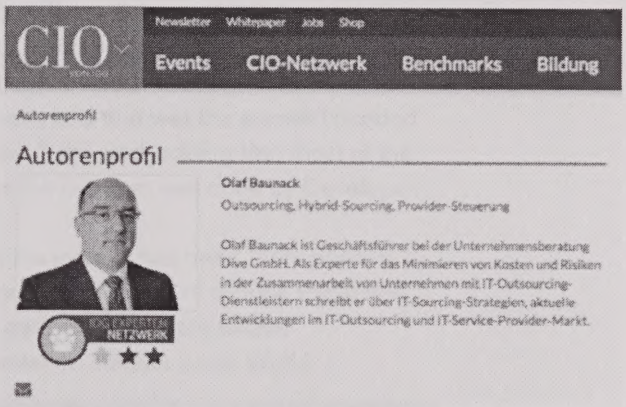
Earlier this month IDG Germany's content management system began calculating the activity level of each expert based on the number of delivered articles and page impressions of those articles. The result appears as a number of stars, ranging from one to three, in an author's profile, on the Expert Network's contributors page and with each of an author's published articles.

"We hope to spur the contributors to write more interesting articles," said Experts Network Director **Beate Wöhe**. "The more interesting the articles, the more visitors and more page impressions we see and the more ads we can sell. Every expert already receives a personal monthly report of his or her page impressions and the number of visitors to their articles. But making these results visible on our B2B sites is a kind of gamification and more emotional and comparative for the experts."

Wöhe said a high percentage of each rating comes from the number of page impressions an expert's articles have drawn in the last six months. "This means that a contributor who wrote many appealing articles within the last year should have more stars than a newly signed expert," she said. Another part of the calculation tallies the number of articles a contributor wrote the previous month, so experts who write more often have a good chance of increasing their rating. "We have some contributors who write up to five articles a month," Wöhe said. "Frequent, well-written articles on interesting topics gives the contributor a good rating."

IDG Germany Experts Network Director Beate Wöhe

Wöhe said she looks for contributors who have expertise in topics of high interest to IDG's audience. "One of our authors, for example, is an employee of a European energy provider who is responsible for furnishing its mobile service with mobile devices," Wöhe said. "Another contributor is a market researcher who is well-known in the German market as an expert on the cloud. These are contributors who have three stars in their profiles."



Autorenprofil

Olaf Baunack

Outsourcing, Hybrid-Sourcing, Provider-Steuerung

Olaf Baunack ist Geschäftsführer bei der Unternehmensberatung Dive GmbH. Als Experte für das Minimieren von Kosten und Risiken in der Zusammenarbeit von Unternehmen mit IT-Outsourcing-Dienstleistern schreibt er über IT-Sourcing-Strategien, aktuelle Entwicklungen im IT-Outsourcing und IT-Service-Provider-Markt.

Star ratings are based on the number of page impressions an expert's articles have garnered in the last six months combined with the number of articles the contributor wrote during the previous month.

According to Wöhe, readers can comment on articles in the Experts Network, but there are no Like or Dislike buttons, so the star ratings are based solely on page impressions and article frequency. "I think it is clearer and safer to evaluate only the contributor's activity. This also prevents any controversy about the ratings being externally manipulated. The number of page impressions already represents a valid parameter of the readers' like or dislike."

According to Wöhe, the Experts Network allows IDG Germany B2B publications to reach new target groups with experts writing on topics that IDG Germany's existing editorial staff has not yet been able to address. Such recent topics have included helping banks and insurance companies transform their business models, new digital opportunities in marketing and helping digitalize the public-agency sector. "As a result, we give our sales team a new way to address new markets," Wöhe said, adding that none of IDG Germany's competitors have anything like its Experts Network.

"We have a colorful mix of people in different positions writing for us, including CEOs, professors, lawyers, business consultants, several market researchers and also IT users," she added. Wöhe receives up to five

continued on page 5

continued from page 4

Star ratings

applications from potential experts each week. She also invites experts to write for the network. "I find them as keynote speaker at events, on blogs, on TV or in other magazines," she said. "And my colleagues give me leads on interesting people they think would fit our network." Contributors are not paid — "Most of them say they are proud to get the chance to be published on our brands," Wöhe said — although she does offer the network's most active contributors free annual subscriptions to IDG Germany's digital publications.

She said that if a contributor has a poor writing style or tries to include marketing pitches in an article "we say goodbye to him. We also end the relationship if he hasn't written an article for more than a year, as we wants each expert to write two articles a year at the very least."

Working behind the scenes of the Experts Network is "the whole editorial staff of IDG Germany," Wöhe said. "We see our contributors as a part of our editorial team who are represented by me, as I am responsible for the entire process: recruitment, contact and information management and being the external face of the network. But all my editorial colleagues support me in preparing articles, which I pass on to them for the final publication."

She noted that she does get articles from contributors on subjects that the editorial team is working on. "It is important to make sure the content is not too similar to a previously published in-house article," she said. She recommends that each expert search the IDG Germany sites to see if there are already articles on their topic.

She added that IDG Germany's CMS is supported in-house by its web delivery division. "[IDG Germany Head of Development and Operations] **Thomas Rotter** was the first person I asked if such a rating feature was feasible. He said it was, and that was the answer I needed to start this project," she said, adding that most of the programming for the program was done by Developer **Julian Bez**.

Reaction from the experts has been "very positive," Wöhe said. "Very good idea — I'm curious about how many stars I will get," said one contributor.

For more information contact Beate Wöhe. n

continued from page 3

One on one

different countries around the globe. For example, IDC has highly qualified research analysts in Peru, Kazakhstan, Morocco and Indonesia just to select four out of the 50-plus countries. None of IDC's competitors begins to have this kind of research coverage at the country level. IDC now has 1,900 employees worldwide, with 74% located outside of the United States. The other major research firms — Gartner and Forrester Research — are much more U.S.-centric. IDC also is the most global provider of technology conferences in the world. IDC hosts more than 225 multi-client sponsored conferences and more than 200 single-client sponsored events in well over 50 countries each year. The 10th annual IDC Middle East CIO Summit will take place next March on a cruise ship in the Arabian Sea, which will be a unique venue unmatched by our competition. IDC is doing a great job of living up to the "International" in International Data Corporation.

Q If you revamped your career to become a research analyst yourself, which areas would most interest you?

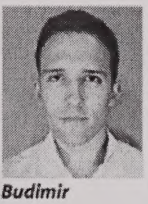
A If I were to work as a research analyst in the U.S., I think that I would most enjoy working in one of IDC's Insights business units because of their unique coverage of how technology is being used at the industry level to drive digital transformation. Based on my prior work experience and education, I would probably be most qualified to work at either Financial Insights or Government Insights. If I had my first choice, I would like to work as a research analyst overseas at one of IDC's international business units. Near the top of my list would be working at IDC's largest office in EMEA, which is in Prague, where we have well over 100 employees. A side benefit would be that Prague is one of the most beautiful cities in the world, and the IDC office has the ideal location in the heart of the historic city center. My wife, who is French, would be actively lobbying for me to work in Paris where the IDC France office is located a short walk from the Arc de Triomphe and Champs-Elysees. The big question remains would any of IDC's research managers hire me for one of these positions, since our standards are very high. n

One on One archives

See the list of managers who have recently appeared in the One on One column, including IDG VP Corporate Marketing **Jenny Fahlbush**; IDG U.K. Editorial Director **Matt Egan**; IDG Germany President and CEO **York von Heimburg**; IDG Global Solutions Global Events Director **Briony Rowe** and IDC SVP/EMEA Region and Managing Director, CEMA Region **Steven Frantzen**.

noteworthypeople

New employees



Budimir

New at **IDG Germany** is **Stefano Budimir**, an intern supporting the Solutions Sales team. A drummer and an avid soccer player for 14 years, he also follows American football, baseball and basketball. sbudimir@idg.de

Rodriguez

IDG WORLD UPDATE

Carl Rodriguez joins **IDG Enterprise**'s San Francisco office as an account coordinator, coming from Road Runner Sports where he was a sales representative. He holds a B.S. in business administration with a concentration in entrepreneurship as well as a B.S. in sociology, both from the University of Oregon. In his free time he enjoys longboarding, live music, following the University of Oregon Ducks and golf ("I recently shot an 89, my first time breaking 100, let alone 90"). crodriguez@idgenterprise.com

Downes

IDC Europe has hired **Gile Downes** as senior business development manager, Industry Insights, Western Europe. Previously with Euromonitor, Frost & Sullivan and most recently a boutique consultancy called Allegra Strategies focusing on the coffee marketplace, he holds a B.A. in liberal arts from The Evergreen State College in Olympia, Wash. Away from the office he enjoys cycling, industrial design and the visual and performing arts. gdownes@idc.com

Rizzo

Also new at **IDC Europe** is Inside Sales Representative, European Industry Growth Team **Silvina Rizzo**. Previously a business development manager with Global Water Intelligence and a sales optimization manager with Frost & Sullivan, she earned a B.A. in international relations from the Universidad de San Andres in Buenos Aires, Argentina. She enjoys yoga and travel and has been to more than 100 cities and 38 countries in the last decade. srizzo@idc.com

Friedenberg outlines how changes in media, tech landscapes impact IDG

CREATIVITY
IDG

IDG CEO **Michael Friedenberg** recently presented a Media Market Update for IDG Sales University. He looks at how innovation accelerators such as robotics and artificial intelligence are impacting the tech marketplace and why IDG needs to be attentive to them to be relevant to customers. In the Q&A session, Friedenberg gave an overview of IDG's FY16 performance and talked about the current and future state of IDG's events business, leveraging and monetizing mobile, working with media agencies and how IDG sales representatives can best represent themselves and IDG in front of customers.

Watch the full webinar here .

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

33

Birgit Götz *IDG Germany*

28

Sally Reinfeld *IDG Corporate Support Group*

27

Susan Middleton *IDC*

25

Kristen Kim *IDG Technical Services Group*
Gabriella Meijnckens *IDG Netherlands*

21

Pavel Kraml *IDG Czech Republic*

19

Jyoti Lalchandani *IDC Middle East, Africa & Turkey*
Ludovic Poussier *IDC France*

17

Katja Schmalen *IDC Germany*
Neil Bennett *IDG U.K.*
Snjezana Popovic *IDG Germany*

16

Isabella Tillmann *IDG Germany*
Joachim König *IDG Germany*

14

Andreas Strauch *IDC Germany*
David Senf *IDC Canada*

13

Niclas Söderland *IDG Sweden*
Michael Hennessey *IDC*

12

Shinji Kozaki *IDC Japan*

11

Neli Vacheva *IDC Bulgaria*

9

Belen Alemañy *IDC Argentina*
Doriana Garofalo *IDC Italy*

8

Jenny Sewell *IDG Australia*
Cherry Yumul *IDG Australia*

7

Natasha Deboo *IDG Connect*

6

Rari Hilditch *CIO Executive Council*
Jessica Bergström *IDG Sweden*
Diego Silva *IDC Brazil*
Sarka Grundy *IDC CEMA*
Tom McDonald *CIO Executive Council*
Hack Warrensford *IDG Technical Services Group*
Miguel Mateo *IDC Spain*
Sandra Misovski *IDC Germany*
Jessica Koch *IDG Australia*

5

Claudia Medina *IDC Mexico*
Maringo Vlijter *IDG Netherlands*
Estrelieta Aguba *IDC Middle East, Africa & Turkey*
Diana Ayyad *IDC Middle East, Africa & Turkey*
Ute Hofmann-Boehmer *IDC Germany*

4

Erin Naillon *IDC CEMA*
Xi Zheng *IDC China*
Warren Shiau *IDC Canada*
Marilyn Carr *IDC Canada*

3

Sofia Hvenström *IDG Sweden*
Jaroslav Kacer *IDC CEMA*
Dalibor Vanicek *IDC CEMA*
Lisa Borthwick *IDC U.K.*
Eva Hesse *IDG Germany*

2

Aeelen Miranda *IDC Mexico*
Pablo Garcia *IDC Mexico*
Preya Shah *IDG Global Solutions*
Lior Fried *IDC Israel*
Olga Lobova *IDC Russia*
Miles Dawson *IDC U.K.*
Oliver Marques Silverio *IDC Germany*
Archana Venkatraman *IDC U.K.*
Christine Britsas *IT World Canada*

1

Ekaterina Nekhaeva *IDG Connect*
David Alva *IDC Peru*
Victoria Akimova *IDC Russia*
Jan Alexa *IDC CEMA*
Peter Ilosvai *IDC Hungary*
Kostadin Kostadinov *IDC Bulgaria*
Sucharita Rao *IDC Middle East, Africa & Turkey*
Alison Close *IDC*
Jessica Blumenthal *IDG Connect*
Samantha Milton *IDG Corporate Support Group*
Manvinder Chana *IDC U.K.*
Lea Charlery *IDC U.K.*
Hannah Dowie *IDC U.K.*
Eric Emin Wood *IT World Canada*

Stay up to date on all things IDG by following IDG's corporate social media accounts on Twitter, Facebook and LinkedIn. Get the word out on what's happening by sharing and retweeting.

unsunghero

Rachel Lavallee

Client Services Coordinator

IDG Enterprise

IDG Enterprise Senior Manager, Executive and Custom Client Services Erica Foster *named Client Services Coordinator* Rachel Lavallee *her team's unsung hero. "Rachel is just one of those people who shines," she said. "In just three years, she's mastered the CIO Perspectives portfolio. She is dedicated to providing the best customer service possible to dozens of key event sponsors throughout the year and has a knack for making them feel like they are* all her No. 1 priority. She's partnered flawlessly *with team members on a major multi-year program with a top client, organizing partner participation and complex event needs. Rachel's amazing attitude and willingness to help at any moment makes her so important to this team."*

IDG WORLD UPDATE

IDG Enterprise Client Services Coordinator ***Rachel Lavallee*** *joined IDG in 2013.*

Name
Rachel Lavallee

Home
Grafton, Mass.

Title
Client services coordinator, IDG Enterprise

Primary job responsibilities
Providing top-notch service by interfacing with client executives to fulfill the benefits of their sponsorship by outlining goals and deliverables daily.

Three things I do in a day's work
I manage sponsor content on the CIO Perspectives conference website, plan and source CSO dinner venues and maintain event budgets.

What I love most about my job
Being able to work in the office here "behind the scenes" helping to prepare clients for their events and then traveling to be on-site at the event where I can see everything come to fruition.

A hot-button issue that I'm dealing with
Repeat clients are looking for more unique venues. Instead of the typical steakhouse, I'm looking into venues that offer an added experience such as craft brewery tours, private bowling lanes, ping-pong suites, etc. that both the client and their customers will enjoy.

Latest accomplishment
A client of ours had an event recently at Gillette Stadium, home of the New England Patriots, and it was very hands on from start to finish. Pre-event, I managed the client's event partners, ensuring everyone was registered and had their giveaway items cleared by stadium security. On-site, I managed the registration table ensuring all guests were confirmed to attend. Overall, the event was fantastic, and our client was very happy.

Career highlight
I completed the IDG Compass training.

What I'm doing to be a better employee
Giving back through the IDG Giving Tree every year.

Interests outside the office
The New England Patriots, the Food Network channel and going to barre class.

What others can't tell just by looking at me
I'm an avid golf fan and attended the Ryder Cup in Minnesota in September. My favorite players are Rickie Fowler and Adam Scott.

Do you know a person whose quiet contributions help ensure the success of the whole group? Write to IDG World Update.

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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thanksto

The editors of IDG World Update would like to thank the following people who assisted with this issue:

Debra Becker IDG Enterprise
Kirk Campbell IDC
Erica Foster IDG Enterprise
Rachel Lavallee IDG Enterprise
Ruth Sager IDC
Beate Wöhe IDG Germany

IDG World Update

EMPLOYEE NEWS AND INFORMATION

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IDC Turkey expands target audience for Digital Retail event

IDC
Analyze the Future
DİJİTAL PERAKENDE KONFERANSI
@IDC_Turkiye
IDC Türkiye
IDCTurkiye

IDC Turkey's second annual Digital Retail Conference drew some 300 IT professionals as well as high-level managers involved in marketing, sales supply chain, distribution, commercial property and corporate strategy.

SEE MORE ON PAGE 2

Also inside

IDG Sweden's consumer network launches new sites
One on one: IDG VP/Corporate Marketing Jenny Fahlbush on the new IDG.com and 2017 plans
Brazilian partner rolls out discount shopping program
On the job: Marketing and Social Media Manager

IDC U.K. marks its one-year anniversary in a new office with a bake-off benefitting a children's charity.

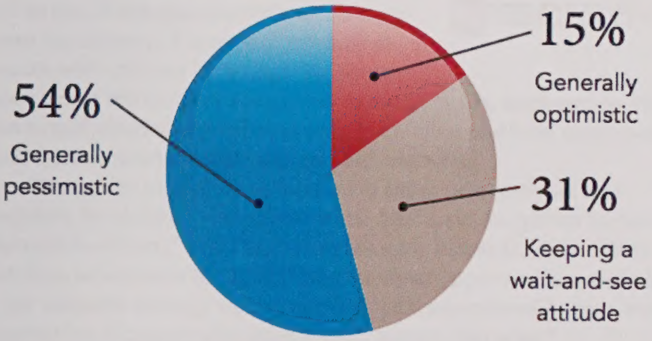
SEE MORE ON PAGE 6

Celebrating 20: IDC Group Operations Coordinator Joan Young visits Australia and Hawaii.

SEE MORE ON PAGE 7

Question of the week results

How do you feel now that the U.S. presidential election is over?



Log on to www.idgcentral.com to vote on this week's question:

Have you ever "unfriended" someone on Facebook?

CLICK HERE

Tech & Marketing News from IDG

IDG Corporate Marketing's "Tech & Marketing News from IDG" newsletter aggregates top stories from tech and marketing news sites related to media, marketing, mobile, social video, the tech industry and press mentions about IDG and IDC. To get on the mailing list, sign up here. Recent selections include:

How user-generated content and customer feedback can strengthen your value proposition (Marketing Land)

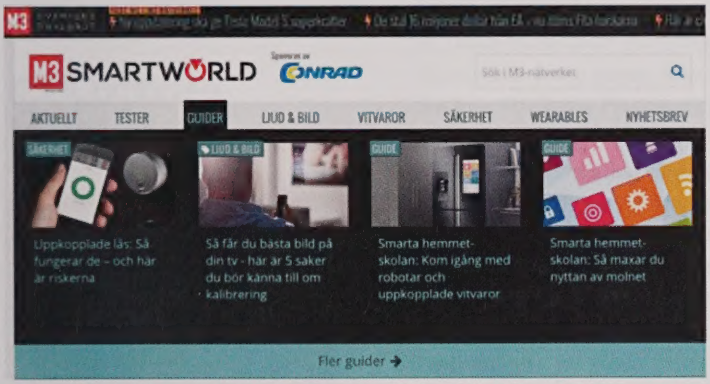
Why Facebook, Google, LinkedIn and Slack tackle the enterprise differently (CIO)

Microsoft made concessions to EU regulators to win OK for LinkedIn buy (Fortune)

Twitter finally answers critics, adding tools to curb abuse and harassment (Bloomberg)

IBM speaks on why cognitive business is a business imperative (Forbes)

IDG Sweden launches smart home, tech-oriented children's sites



Uppkopplade lås: Så fungerar de – och här är riskerna

Så får du bästa bild på din tv - här är 5 saker du bör känna till om kalibrering

Smarta hemmet-skolan: Kom igång med robotar och uppkopplade vitvaror

Smarta hemmet-skolan: Så maxar du nyttan av molnet

Two major retailers are sponsoring Smartworld for the first six months.

IDG Sweden's consumer network M3 introduced two new channels a few weeks ago — Smartworld and TechToys — to provide more content on hot topics and appeal to new sponsors.

M3, which attracts more than half a million unique visitors weekly, has seen readers' interest in smart and connected home gadgets increase rapidly — based in part on a growing search trend — and product and service developments in this area have exploded during the past year, said Editor-in-chief **Michael Lindkvist**.

"We can control the home alarm, heating system, the robotic lawn mower and soon most of our appliances from a smartphone app, and we are seeing a rapidly growing need to explain the technology and to guide our readers in important choices and expensive purchases, he said. "With Smartworld, M3 gears up and takes a comprehensive approach to new technology and new gadgets and services that facilitate our everyday life, inside and outside the home."

Responding to market interest, IDG Sweden has signed two major sponsors — retailers that focus on home products — for Smartworld for the first six months. Smartworld's content is a mix of news, guides, blog posts, articles and larger comparative tests.

M3's TechToys is a site about technology, creativity and education with a focus on creative opportunities as well as the challenges and risks technology poses for children. It is aimed primarily at parents with children up to age 12. Some examples of the content are guides to the gadgets, apps and services best suited to bring out the creativity in children and how parents can track the environment their children are in online.

M3 TECHTOYS

"There's an incredible amount of exciting new gadgets and programs for children and adolescents, from creative games to programmable robots," said Publishing Director **Jesper Landén**. "With TechToys.se we want to highlight educational opportunities, and part of our editorial strategy will be working with several well-known and entertaining bloggers who have a keen eye on that area."

Landén credited IDG Sweden's tech team for their work in launching the new sites "and for the new feature that distinguishes sponsored content from editorial content so that our editorial tag structure doesn't get disrupted and we can separate it in our SEO."

TechToys doesn't have a sponsored business model but will gain revenue from search-based traffic, Landén said.

For more information write to Jesper Landén. ■

IDC Turkey expands target audience for Digital Retail event

IDC
DİJİTAL PERAKENDE KONFERANSI
IDC Türkiye 2016
Teknoloji Ödülleri Töreni
Hoş Geldiniz
#idcretail2016

*IDC Turkey Country Manager **Nevin Cizmecioglullari** (back row, fifth from left) with winners of the Digital Retail Awards.*

IDC Turkey's second annual Digital Retail Conference on Nov. 9 in Istanbul drew some 300 IT professionals as well as high-level managers involved in marketing, sales supply chain, distribution, commercial property and corporate strategy.

The content focused on how to maximize customer experiences through digital transformation, supporting newly developed digital technologies in the retail industry and evaluating customer experiences in innovative manners. Presentations from close to 60 speakers — including IDC analysts, sponsors and start-up companies — addressed multichannel retail analytics, customer intelligence, e-commerce platforms, point-of-sale systems, mobile e-commerce systems, retail revenue management, supply chain planning and new generation security in open forums.

More than 20 sponsors supported the event led by Microsoft, Hitachi, Intel, Univera and PayPal.

Turkey is first among the fastest-growing European countries in card payments on the Internet, according to Interbank Card Center. Data from the Informatics Industry Association shows that in 2014, the volume of e-commerce in the country grew by 35%.

Conference Project Manager **Banu Sogut** said this year the events team worked on getting the support of associations across a variety of industry sectors to increase awareness about the event and targeted more non-IT attendees. They also included sector-specific content in the agenda to make it more attractive to end users. Attendance for end users was complimentary, while there was an admission charge for representatives from IT companies.

The conference concluded with the announcement of the 17 Digital Retail Award winners across six categories: Big Data & Analytics, Customer Experience, Technology Service Delivery, Omni-channel Solutions, Digital Channels and Best CIO in Retail Sector. A jury of IDC analysts and outside experts reviewed the submissions.

For more information contact Banu Sogut. ■

Stay up to date on all things IDG by following IDG's corporate social media accounts on Twitter, Facebook and LinkedIn. Get the word out on what's happening by sharing and retweeting.

OneonOne

Jenny Fahlbush

IDG Corporate Marketing

The VP of Corporate Marketing at IDG is this week's columnist. Reach her at jfahlbush@idgcommunications.com.

> "As we look to the next phases for IDG.com, I see greater focus on highlighting pan-IDG content from a thought leadership perspective with our new blog in addition to added content marketing and increased demand generation capabilities. I hope to see more business units and groups layer their content into the website."

Q You have a broad base of marketing experience, ranging from media to hospitality to the White House. How does this help you to be a better marketer?

A I have taken what some might call a nontraditional route in my career. After an exciting time in the late '90s in the President's personal office at the White House, I also served as Vice President Al Gore's wife's briefing director during the 2000 race. I have such a vivid memory of the moment I realized that politics is marketing. I was working on a congressional race in suburban Philadelphia and decided it was time to leave the crazy world of politics behind. As I interviewed for the next move I realized you are always marketing something — a candidate, a policy position or a bar of soap.

My political experiences have had the biggest impact on making me a better marketer. You are forced to learn how to deal with failure and quickly stand back up, dust yourself off and keep moving. Nobody stands around and waits for you to catch up — the pace is breakneck. It taught me to have a thick skin and be confident and decisive. In Washington, there is always someone nipping at your heels. If you can't think quickly and be decisive, then people will just move on to the person standing right behind you.

My move to hospitality was a happy accident. This is an industry that lives and dies by brand experience, and I truly expanded my toolbox during my time in hotels. I was able to develop a new brand from scratch and create an immersive guest/brand experience at 24 properties around the country. I came away with a deep respect for the importance of the smallest details in how a customer interacts and responds to your brand, which has come into play many times in my short time at IDG.

I see real value in my peers who have dedicated their careers to a single industry and that experience is a huge asset in understanding a brand, the competition and the customer. I think my varied background provides a unique perspective and approach to marketing. I have collected some fantastic examples of best practices and creative approaches to challenges — all to the benefit of IDG.

Q Can you talk a bit about your primary day-to-day responsibilities?

A Our team's primary marketing responsibilities include corporate/brand messaging, social media, website, advertising, events and sales enablement. While it may seem cliché, it is true that each day is different — and that is what keeps me excited to show up for work each day.

I think of my primary responsibilities as being a brand advocate for IDG. That comes in many forms in a given day. There are times when I am thinking strategically about how to position our master brand and how to position our broader product portfolio, and then I am quickly shifting gears to editing a PowerPoint deck or writing new website copy. One of the great things about this position is that we are part of a small team so we all have the opportunity to roll up our sleeves and make a very tangible impact. I am never bored.

Q Now that we are past the brand relaunch, what's next for IDG marketing?

A While we are certainly past the launch event on March 17, we are not ever really past the brand launch. Any brand is a living organism that changes with every new brand introduction, product launch or change in the media landscape — which we know is evolving. One key priority that we've identified for this next year includes additional enhancements to IDG.com — with particular focus on generating more pan-IDG leads for sales. We also are hyper-focused on building stronger strategic alliances with key internal stakeholders throughout the business. These are important customers for our team. We must remain close to our colleagues in order to deliver an effective social voice, event strategy or sales enablement toolbox. We also will be growing our advertising, event and research efforts — again, all tying back to generating more pan-IDG leads.

Q The brand ambassador program for the brand launch was instrumental in bringing many different groups together. Have you seen these synergies continue?

A The brand ambassador program was my favorite part of the launch project. Bringing people together and having the opportunity to speak each week with colleagues around the world was a great way to see the bigger impact of our efforts. It was energizing to see how excited every brand ambassador was about the launch.

While these synergies have continued, we still have work to do. The primary connection to this group has been in following the full implementation of the new brand identity. Also, our lead for social media, **Haley Pollard**, has leaned on this group to expand her ability to amplify the broader IDG message in the social sphere via corporate IDG social accounts.

continued on page 6

Brazilian partner's discount shopping program goes far beyond tech purchases

Hoping to capitalize on the upcoming holiday shopping season, IDG's Brazilian publishing partner DigitalNetwork! Brasileiros is launching the Club IDG card, a discount shopping card that could result in a revenue stream of up to R$16,000 (US$4,600) a month to start, according to **Greg Serson**, business development analyst at DigitalNetwork! Brasileiros.

The company hopes to launch the card by Dec. 9 to its database of newsletter and Insider subscribers. These readers will be offered a one-month free subscription to the card, thereafter, they will pay R$3.99 a month ($1.20), or they can opt for a discounted annual rate of R$43.90 ($13.00).

Using the card, DigitalNetwork! Brasileiros's subscribers will receive discounts of up to 35% at a wide range of retailers, service providers and organizations, Serson said, including electronics stores, restaurants, English schools, universities offering technology programs, gyms, cinemas, airlines, clothing stores and more.

The Club IDG card program is the result of a partnership with Rede Vantagens (Benefits Network), a company that specializes in benefit programs and card management. Other organizations with similar card programs in the local market include Rolling Stone magazine, Radio Antena 1, a São Paulo-based radio station; and Brazilian superstar Michel Teló's Michel Teló Club. Rede Vantagens is responsible for signing up and managing the companies that offer discounts as well as the user experience, including creating the Club IDG web pages, in exchange for a 50% revenue share.

CLUBE IDG
0123 4567 8901 2345
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REBENS

Club IDG subscribers can flash their membership cards to receive discounts of up to 35% on everything from electronics to English lessons.

"We currently have around 100,000 subscribers in our databases," Serson said. "In our simulations, if 10% of those users take part in the Club, we estimate that we could make around R$16,000 a month. And we are basically doing nothing once this is set up."

And while the company hopes the card will generate a modest monthly income, it is counting on an agreement with the organizations providing discounted goods and services to generate up to four times that amount, Serson said. "We have a cost-per-acquisition revenue stream in place in which we will receive a commission from retailers for conversions. This revenue source may vary from month to month, but we are hoping to average an additional R$40,000 ($11,700) a month." Serson said this number is based on an expectation that half of the Club members spend up to R$300 ($88) a month. "Ultimately, we are hoping this revenue stream will be our bread and butter with subscriptions a plus. But to get this wheel rolling, we first need to get users to subscribe." After the first round of registration using their databases to sign up members, Serson said they will use their owned channels, including their websites and social media platforms, to spread the word about Club IDG. "We have a media plan in place to leverage our social channels, newsletters, unsold display inventory and the corporate events that we organize to recruit new members. We will also use our Deal Posts to expose readers to promotions from retailers that will be even sweeter with their Club IDG discount."

***Greg Serson**, business development analyst at DigitalNetwork! Brasileiros, leads efforts to create affiliate revenue streams at IDG's Brazilian publishing partner.*

Serson noted that this project is part of the company's commercial content strategy in which it is viewing its readers not only as consumers of technology news and information but as people with diverse needs and interests. "Even though readers come to IDG websites because of their interest in technology, they don't consume only technology, and they are not only executives or IT guys. They have to maintain their health by going to the gym, they like to eat, travel and so on. By embarking on these initiatives we are creating revenue streams that go beyond traditional ad units."

For more information, contact Greg Serson. ■

Job Spotlight

On the job: Marketing and Social Media Manager

The past few years have seen huge changes in the media space. These changes have resulted in the creation of new jobs with unfamiliar-sounding titles and the retooling of old jobs to incorporate new skills and ways of doing business. IDG World Update's occasional *Job Spotlight* series is designed to provide insight into what our colleagues are up to.

Name Dayna Klein

Title Marketing and social media manager, IDG Enterprise Events

What a marketing and social media manager does My goal is to attract the audiences to our events that our sponsors are interested in meeting. Over the course of a year, I market and promote close to 100 IT events, from small dinners and roundtables to larger one-day regional conferences, multi-day conferences and gala awards programs. I've also worked on a number of non-traditional programs including a recent IT Summit that took place at Gillette Stadium in conjunction with a New England Patriots football game, an IT Summit that took place in conjunction with a San Francisco Giants baseball game and our new meet-up events that take place at venues such as craft breweries and bowling alleys. I attract this audience by sending email to targeted subsets of our alumni database and third-party lists, running ads in our IDG newsletters and utilizing the other marketing tools available throughout IDG. More and more, I'm utilizing social media. LinkedIn has become an important tool for marketing these events as it allows me to not only run global posts but also reach out to my connections and expand my connection base to those I may not be able to reach otherwise. I also use Twitter, more specifically the TweetDeck dashboard, which allows me to send tweets from our 10 event Twitter accounts, instantly or scheduled, all at once. And I use Facebook to promote our IT Roadmaps.

The services I provide and who my customers are

My customers are our sponsors. They come to us because they know we can put them face to face with potential customers via our events. Typically, sponsors are looking to reach high-level IT professionals with IT purchasing authority from large companies. But many times sponsors are looking for more targeted audiences such as a specific industry or those in a specific geographic range. At the same time, I need to make sure that I'm being respectful of our database and our attendees by not sending them too many marketing messages so that they have a good experience with our events and come back for future ones.

Key skills required for my job

You need to be creative in this role, creative in your writing skills and in the ways you go about marketing. I've been able to be creative via social media, which allows me to have a little more fun with my marketing. For instance when Boston Red Sox designated hitter David "Papi" Ortiz was ending his regular season career, the Red Sox started a hashtag #ThanksPapi. I was quick to jump on this opportunity with tweets from all our event pages thanking Ortiz and promoting our event pages at the same time.

With this job, you need to be able to balance and juggle a lot of different tasks and events at the same time. At any given time I have 10 to 15 events live in the market so I need to be able to prioritize and balance the needs and goals of each event.

Best part of my job

Hitting goal! Each of our events has an attendance goal. The event team has a great success rate, despite having to overcome obstacles that could never have been imagined, such as President Obama being in town so all the streets around the event are closed, snowstorms and flooding, the Chicago Cubs making it to the World Series (who could have predicted that?) and other unforeseen circumstances.

IDG WORLD UPDATE

*Marketing and Social Media Manager of Program Architecture **Dayna Klein** joined IDG in 2003.*

Most challenging part of my job

Attrition. When recruiting attendees for an event, I always have to over-recruit because we lose folks for a variety of reasons. I always have to factor in for attrition while balancing the goals of the event and the capacity of the room the event is taking place in.

An effective new function I've brought to my job

This year I tried a number of new marketing tactics to promote the AGENDA16 conference including Thunderclap, a free crowd-speaking platform that lets individuals and companies rally people together to spread a message by donating tweets and social media posts rather than money. I also tested Paperless Post emails, which are design-driven online stationery that have a more graphic look and a different delivery method than what I was previously using.

What my colleagues would be surprised to learn about me

Everyone who knows me, knows I love the beach. But most people don't know that my dream vacation would be to drive cross country stopping at as many different baseball fields and watching as many games as I can along the way. I would love that! ■

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

28
Donna Fraser *IT World Canada*

27
Annika Svanström *IDG Sweden*

25
Karen Wilde *IDG Strategic Marketing Services*

18
Francis Hare *IDC*

16
Ellen Hughes *IDC*

11
Andrew Widjaja *IDG Australia*

6
Robert Brothers *IDC*
Siddharth Bhandari *IDC New Zealand*
Desmond Smith *IDC New Zealand*
Cynthia Ho *IDC Singapore*

4
Marislei Mattias *IDC Brazil*

3
Natalie Cerri *IDG Connect*
Andrea Kosova *IDC CEMA*
Emily Hanoian *IDG Human Resources*
Vicky Bentley *IDG U.K.*
Priscilla Ho *IDC Singapore*

2
Merveil Varghese *IDC Middle East, Africa & Turkey*

1
Daniel Vach *IDC CEMA*
Kelsey Vitols *IDG Connect/Digital Account Services*
Sonam Sangwan *IDC India*
Josef Andrade *IDC Philippines*
Judith Pajanostan *IDC Philippines*
Samuel Plante *IT World Canada*

IDC U.K. marks anniversary of move to new office with office bake-off to benefit childrens' charity

To celebrate the one-year anniversary of moving into its new offices in West London's Ealing neighborhood earlier this month, IDC U.K. employees enjoyed sweet and savory baked goods and salads as part of an office bake-off lunch. The winner was a nearby charity, The Log Cabin, nominated by IDC U.K. Director, EMEA Access Group **Dorota Chrisp**, which provides a community playground for children with additional needs or disabilities. Employees who either contributed food or enjoyed it were asked to contribute to the charity.

Tom Gottlieb*, account manager, U.K. and Ireland major accounts;* ***Hanna Dowie****, delegate sales executive; and* ***Khushbu Bohra****, commercial marketing specialist check out the baked goods.*

Jacqui Hendriks*, research manager, Managed Print and Document Services;* ***Julio Vial****, research manager, European Quarterly Printer Market Tracker; and* ***Iwona Wilk****, customer relationship manager, EMEA Access Group enjoy lunch.*

Chrisp said the bake-off raised £180, which IDC will match for a total of £360 (US$420). Another bake-off is scheduled for summer 2017. For more information contact Dorota Chrisp. ■

continued from page 3

One on One

My goal is to reconnect in a stronger way with this group and leverage their great creativity and commitment to the IDG brand. This will help spread the word of new tools and resources from corporate marketing. It also helps each office to have a point person when they have questions about marketing. While they are certainly not all experts in marketing, with more regular outreach we will develop stronger two-way communications with IDG colleagues around the world.

Q What was one of the most surprising things you've learned about IDG since joining the company a year ago?

A IDG is a company that continues to surprise me every day and I'm always learning. In a way, I often feel like I'm peeling back the onion and finding something in every layer. The most surprising thing for me has been the true personal connection most employees have to the IDG brand. I knew people cared about the company, and, in turn, the company showed true concern for the employee. As someone working closely with the brand identity, that is an invaluable asset that we can harness. Brand starts with the employees, and that is probably a key contributor to how IDG has maintained such strong success over its 50-plus-year history.

Q What's next for IDG.com?

A The company website has been an interesting project with many challenges. It is one that I feel great responsibility for as it is a key first impression for our audience. I'm proud to say that we did more than put a fresh coat of paint on the site. It is working harder for us from a lead-generation perspective, and it better reflects our brand identity. As we look to the next phases for IDG.com, I see greater focus on highlighting pan-IDG content from a thought leadership perspective with our new blog in addition to added content marketing and increased demand generation capabilities. Now that the infrastructure is more flexible, I hope to see more business units and groups take advantage of a less fragmented brand voice and layer their content into the website.

Q You have been involved in several large rebrand efforts of long-standing brands during your career. What do you see as the best ways these organizations have truly embraced these new brands?

A This was an interesting question for me because it was not until I started reflecting on my career and thinking about past experiences that I realized the long list of examples of re-brand or new brand launches I've worked on. These branding initiatives have ranged from small niche online health care communities to one of the top newspaper brands in the U.S. But there is a very clear commonality in all of these experiences and that is success only comes when marketing works to build an internal and external community. It is ineffective to only focus on a grassroots, employee-generated movement or a top-down approach. There has to be a steady drum beat of executive support and coalition building at the employee level. Our executive support of the IDG rebrand coupled with the brand ambassador program meets this model and helps set us up as a brand for long-term success. ■

celebrating20

Joan Young

Senior Group Operations Coordinator

IDC San Mateo

Employees who celebrate two decades of service to the company are recognized with a very special gift from IDG: a 20th anniversary trip to the destination of their choice. IDC's Joan Young visited Sydney, Australia, and Hawaii.

Joined IDC
July 10, 1995

Career path
I joined IDC when the office was located in Mountain View, Calif. I didn't expect to be with IDC this long. In previous positions I usually was with a company about five years and then left since there were no other openings that I wanted. I've found that there are always new challenges at IDC and that I work with a great group of people. It's hard to believe that I've been here 21 years. Time just seems to have flown by.

Why I chose this trip
In the late 1980s I visited a friend who lived in Auckland, New Zealand. I didn't have the time or money to visit Australia, and I only stopped over in Hawaii on my way to New Zealand. I put both places on my to-visit list.

We had a wonderful time people-watching at an outdoor cafe near the Sydney Opera House.

I decided on visiting Sydney, Australia (two weeks) and Oahu, Hawaii (one week). My friend of many years, Carol Bacon, accompanied me on the trip. She had been to a Hawaii before, so I let her pick which island to visit.

Trip highlights
Carol and I arrived in Sydney when the season had just changed to spring. We took the rest of Wednesday and all of Thursday to get accustomed to the time difference and our surroundings at the Pier One Harbour Hotel (Marriott).

Ahh...poolside lunch on Oahu.

On Friday we took an all-day winery tour to Hunter Valley, which is the oldest winery area in Australia. It's located two hours outside of Sydney to the north. We were picked up at 8 a.m. by Ben, our driver, in a van with 12 other people. We visited three boutique wineries where we tasted a variety of wines. My favorite wines came from the second winery, Mt. View Estates. The building is located on a hilltop where we sat outside sipping wines while watching kangaroos hop among the vineyards. Next stop was lunch. Carol and I had to have a nice glass of wine with our lovely meal. Then we had a quick stop at a cheese shop, called The Smelly Cheese, for cheese tasting. Then on to our last winery. We were dropped back at our hotel about 6:30 p.m., tired but happy.

Street view of the Sydney Opera House.

We took a tour of the Sydney Opera House, which included dinner at the restaurant inside. We then watched the performance of "My Fair Lady," which was the show's 60th anniversary production. They re-created the original production including the choreography and costumes. The director was Julie Andrews, choreography by Christopher Gattelli, and costumes were re-created by John David Ridge (he had assisted Cecil Beaton when the costumes debuted).

One of Sydney's native residents: an ibis.

We also went to the Museum of Australia where we got to do a virtual tour of when life began in Australia by David Attenborough. It was strange seeing creatures swimming under your feet, over your head and next to you.

The highlights for us on Oahu were just kicking back and doing a lot of nothing. We had some really great food and drinks by the pool and at various restaurants in and around the hotel. Both of us had a two-hour massage at the hotel we were staying at, the Waikiki Marriott Sport and Spa Hotel. This was the perfect way to wind down on a three-week vacation.

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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thanksto

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IDG World Update

EMPLOYEE NEWS AND INFORMATION

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ONE ON ONE - *page 3* | NEWS - *page 4-5* | ANNIVERSARIES - *page 6* | UNSUNG HERO - *page 7*

IDG Germany's breakfast briefings strengthen customer ties

IDG Germany's quarterly breakfast briefings for the IT HR community focus on new trends and innovative solutions in HR management and the IT industry. The sessions routinely attract up to 150 HR professionals.

SEE MORE ON PAGE 5

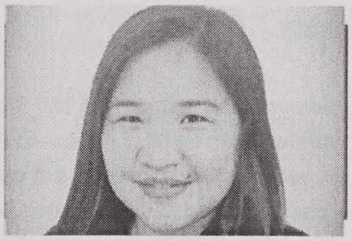
Also inside

IDC outpaces competition in global media mentions
One on One: IDG U.K. Editorial Director Matt Egan
on digital disruption, transformation
IDG SMS launches Tech Influencer Network

5 MEDIA TRENDS
WE MUST ADDRESS
IDG

IDG Sales University: IDG CEO Michael Friedenberg discusses changes in tech, media landscape.

SEE MORE ON PAGE 2

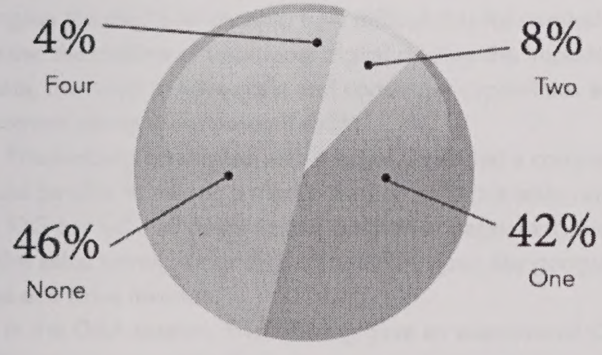


Unsung hero: IDC Philippines Project Marketing Manager Angelica Beare is this week's nominee.

SEE MORE ON PAGE 7

Question of the week results

How many days a week do you work from home?



Log on to www.idgcentral.com to vote on this week's question:

How do you feel about the results of the U.S. presidential election?

CLICK HERE

IDG

Tech & Marketing News from IDG

IDG Corporate Marketing's "Tech & Marketing News from IDG" newsletter aggregates top stories from tech and marketing news sites related to media, marketing, mobile, social video, the tech industry and press mentions about IDG and IDC. To get on the mailing list, sign up here. Recent selections include:

Ad Agencies are Rushing Out Artificial Intelligence Services (Digiday)

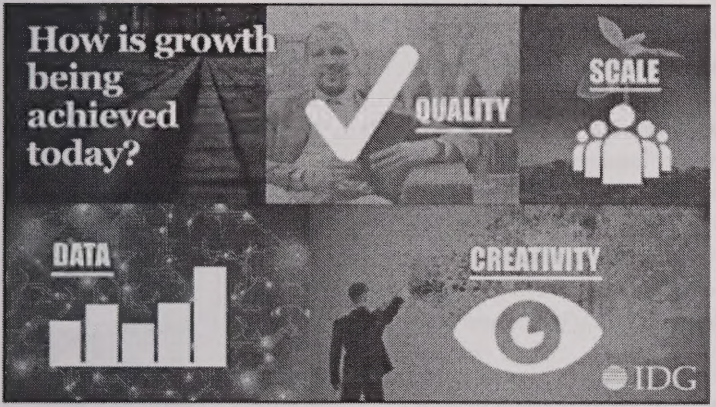
What Google's Mobile Indexing Announcement Means for Marketers (Marketing Tech)

CMOs Will Outspend CIOs on Technology in 2017 (CIO)

After a Slow Start, Apple News Is Emerging as a Significant Traffic Driver for Some News Orgs (Nieman Lab)

How Moment Marketing Is Bringing Personality Back to Programmatic (Marketing Tech)

Friedenberg outlines how changes in media, tech landscapes impact IDG



During his presentation, IDG CEO ***Michael Friedenberg*** *said that the traditional steps and metrics by which companies' growth has happened have changed, replaced by four trends: quality, scale, data and creativity. He gave examples of how some companies are leveraging the new trends: Quartz (quality), IBM (data), Facebook (scale) and Forbes (creativity).*

For the most recent IDG Sales University "Media Market Update" webinar, IDG CEO **Michael Friedenberg** shared a presentation he's taken on the road while talking with customers and peers in the media community that looks at the changing media and tech industries.

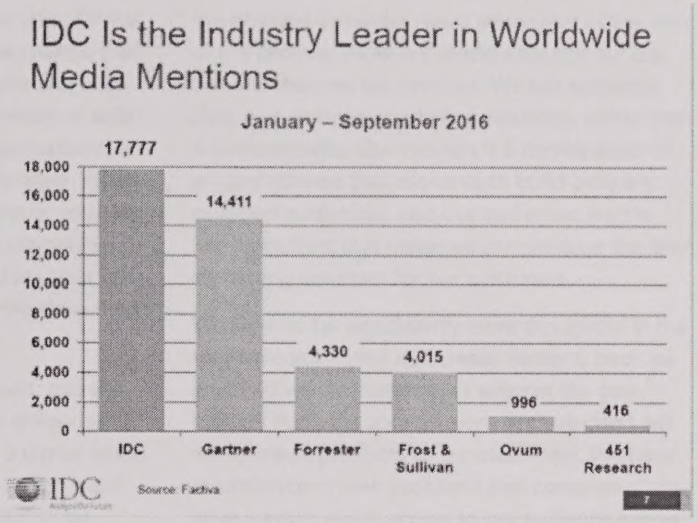
"Tomorrow's lessons from today's reality: how media companies can fight commoditization" looks at how innovation accelerators such as robotics and artificial intelligence are impacting the tech marketplace and why IDG needs to be attentive to them to be relevant to customers. Friedenberg lists 10 leading business technology trends the market is experiencing and the fundamental questions CEOs are dealing with: how is the media landscape changing and what can I do about it, and does digital advertising even work? He also explores the topics and trends that are changing the media landscape: how difficult it is for companies to grow, the decline of traditional digital display, the importance of data, the need to have scale and consistent capabilities and customers' demand for accountability.

Friedenberg concluded with a list of areas that a company should be able to rely on a media partner to help it with, noting that IDG can fulfill all these needs: deepen engagement, acclerate the sales funnel, expand its community, open key geographies and drive revenue.

In the Q&A session, Friedenberg gave an overview of IDG's FY16 performance and talked about the current and future state of IDG's events business, leveraging and monetizing mobile, working with media agencies and how IDG sales representatives can best represent themselves and IDG in front of customers.

Watch the full webinar here. ■

IDC outpaces competition in global press mentions


IDC Is the Industry Leader in Worldwide Media Mentions

January – September 2016

Source: Factiva

IDC has continued the solid lead it has had for the past several years over its IT market research competitors in terms of worldwide media mentions, wrapping up the January to September 2016 period with 17,777 mentions compared with second place Gartner with 14,411, according to Factiva.

Trailing the field were Forrester (4,330), Frost & Sullivan (4,015) Ovum (966) and 451 Research (416).

IDC Public Relations Director **Michael Shirer** attributes IDC's front-runner status in large part to the quality of IDC's market data, which, in turn, contributes to knowledgeable insights about market trends and actionable advice for both technology buyers and vendors. "Of course, this is greatly amplified by IDC's global presence, which enables us to comment on what is happening at any level — local, national, regional and worldwide," he added. "This presence also makes IDC analysts a great choice for journalists seeking a reliable and recognizable source for their stories."

Shirer said one specific example of what has been piquing media interest has been the expansion of IDC's Tracker products over the last few years and the addition of its Spending Guides, which are like Trackers but look at technology markets with more of an industry and use case perspective.

Write to Michael Shirer. ■

Be social!

Stay up to date on all things IDG by following IDG's corporate social media accounts on Twitter, Facebook and LinkedIn. Get the word out on what's happening by sharing and retweeting.

OneonOne

Matt Egan

IDG U.K.

The editorial director of IDG U.K. is this week's columnist. Reach him at matt_egan@idg.co.uk.

> "Now our readers are not our customers, they are our product. We sell audience, data and complex marketing solutions, rather than advertisements."

To hear more from Matt Egan on the topic of digital disruption and digital transformation, check out his Sales University Editorial Download on IDG Central.

Q What is digital disruption?

A For our enterprise readers working in IT, digital transformation is the opportunity, digital disruption the threat — a threat to the current way of doing things, their skillsets and their jobs. Digital disruption has been defined as "the change that occurs when new digital technologies and business models affect the value proposition of existing goods and services." It's an organizational or business problem rather than a tech issue. When connected tech makes your products or your way of doing business outmoded, less competitive or less delightful for customers, how does your business respond? Furthermore, what role does the IT function take?

Given the way that digital has evolved, this affects every business. The change is driven by user behavior and expectations. In a digital world we don't want to call up and listen to "on hold" music. We want every communication to be seamless, to solve our problems and to deliver excellence. We want to interact with businesses via mobile and social platforms and to make purchases at any time in any place. We are always working and always being entertained. And we expect multiple touchpoints to recognize us as a single consumer.

If you think your business isn't affected, you aren't listening. Not least because your traditional rivals may no longer be your main rivals.

Q How has the digital disruption changed the way we do business?

A With digital, the cost of entry to market is lower, which increases competition and drives down yield. Interacting with your customer is scalable, flexible and lightweight. You don't need premises, lots of manpower or infrastructure. You don't need a physical address. Carrying the costs of physical infrastructure, experience and legacy can all be a hindrance. You need insight into what your customers want from you and how they want to receive it, as well as access to the technical products that can deliver this experience. You need to be findable and responsive and always on.

Your competitor set is likely to be greater and more diverse. You will have the ability to access and engage with a greater number of customers but will have to work a lot harder to make money as you compete to attract and satisfy those now less loyal customers. If this doesn't sound familiar to IDG employees, it should!

Q How has digital disruption changed how you view and serve your customers?

A We used to talk about moving from print to online, as if that was the end of a process. In fact, the physical transition was a minor part of the start of the process. Now our readers are not our customers, they are our product. We sell audience, data and complex marketing solutions, rather than advertisements. Our content is a combination of art and science that allows us to build uniquely qualified audiences, and our audiences are the key ingredient that mean we can produce the best marketing solutions for our customers.

We have to be significantly more thoughtful in the way we commission and create content, because anything we do that doesn't support the core mission hurts the core mission. And we don't sell ready-made products to our customers. We have to understand their problems and conceive of creative ways in which access to our audience solves those problems.

It's a long way from writing about interesting things, slapping them on paper and selling it.

Q How has digital disruption changed how you do business with suppliers?

A We use Google Docs, and our sites are run on Amazon Web Services. We are only one of many thousands of businesses that are no longer a customer of Dell or HPE for server hardware and support and Microsoft for software licenses. We didn't make those choices just because it was cheaper (although it was). Cloud offers us scalability and flexibility, which helps us to meet the increasingly complex and changing needs of our users.

Dell, HP and Microsoft did not previously consider a search engine and a bookstore as rivals. And now Google and Amazon are eating their lunches. Fortunately for us our customers, Dell, HP and Microsoft, are transforming to meet those challenges (and spending to advertise the fact).

Q How is digital transformation changing your approach to the editorial process?

A Digital transformation has been defined as "the profound and accelerating transformation of business activities, processes, competencies and models to fully leverage the changes and opportunities of digital technologies and their impact across society in a strategic and prioritized way."

continued on page 6

IDG SMS launches Tech Influencer Network to boost ability to deliver targeted content

IDG Strategic Marketing Services (SMS) is recruiting a global lineup of industry experts — freelance writers, designers, IT practitioners, analysts, academics and consultants — to join its newly formed Tech Influencer Network and contribute to its content marketing programs on behalf of clients.

"Our traditional content marketing model was built around generalists — writers and editors with broad knowledge of the IT industry," explained **Rob O'Regan**, SMS director, content marketing strategy. "Our content teams are experts at translating a client's marketing messages into informative white papers, blog posts and other digital assets, and that's still a valuable service." However, he said, today clients are asking for more tailored content, with SMS's own perspective as industry experts woven in to increase the authenticity and credibility of the brand content.

"The results of our 2016 Customer Engagement study make it clear that customers understand peers are the No. 1 source of technology information for IT decision makers and that 92% of IT decision makers say they value content that's tailored to their interests. The Influencer Network allows us to tap a broader base of specialists to better match client requests for highly targeted content," he said.

O'Regan offered an example. "Let's say a client wants to create some thought leadership content targeted at IT decision makers in the health care industry to support a new analytics product launch. Our database allows us to search for bloggers who have expertise on big data in the health care vertical. That allows us to bring much more insight and expertise to the blog posts we're creating for the client."

O'Regan said SMS is inviting individuals interested in joining the network to fill out a brief questionnaire designed to establish their credentials and areas of expertise. Qualified applicants will be contacted by SMS staff for further follow-up. "We have launched registration forms on our IDG properties in the U.S., supported by a banner ad campaign on those sites and in IDG newsletters to promote the Network. We are also using LinkedIn and other social platforms to spread the news, and we will be working with the regional SMS teams around the world to help them market as well."

O'Regan said they are looking for individuals with technology industry experience — either as a journalist, practitioner, analyst or other type of subject matter expert. For writers, he is looking for a deep portfolio of relevant work samples. And for other subject matter experts, large followings and frequent contributions on Twitter or other social platforms are key.

O'Regan said he expects a broad range of professionals to be interested in joining the network. "Becoming a member of SMS's Tech Influencer Network offers traditional freelance writers a pipeline for paid assignments, and it offers industry experts an opportunity to contribute their expertise, be recognized as an influencer and align themselves with leading technology brands."

> Today clients are asking for more tailored content, with SMS's own perspective as industry experts woven in to increase the authenticity and credibility of the brand content.

For more information, contact Rob O'Regan. ■

Join the IDG Influencer Network

IDG Germany's business breakfast series strengthens old and new customer contacts

For the last 18 months IDG Germany has been holding quarterly breakfast meetings for human resources executives at IT companies. The themes of the IDG Business Breakfasts, which draw up to 150 attendees, are occasionally tied to surveys published by IDG Germany, such as Computerwoche's annual IT salary survey, but others revolve around guest speakers such as business author Edgar Geffroy who spoke on recruiting and retaining well-qualified employees at the most recent session last month.

"The idea is to bring together people from the German human resources community, from IT startups, small- and mid-size companies and larger firms that are IDG Germany clients, such as SAP, Oracle, Microsoft and IBM, as well as big companies like BMW and Siemens," said **Hans Königes**, IDG Germany editorial team manager. "The IDG Germany editorial team designs the agenda to focus on new trends and innovative solutions in HR management and the IT industry while giving attendees a chance to network and make new contacts. Our goal is to strengthen the contacts we have with our current customers and find new ones, all while presenting IDG Germany as an innovative company."

(L-R): Jürgen Bockholdt, CEO of Careerslounge.com and IDG Business Breakfasts sponsor; Edgar Geffroy, October session speaker and author; ***Hans Königes***, IDG editorial team manager; and ***Heinrich Vaske***, IDG editorial director.

Starting at 8:30 a.m., the meetings are designed as business breakfasts, held at IDG Germany's Munich offices and last three hours. Corporate sponsors keep the breakfasts free for attendees, and the sponsor — Careerslounge.com was the sponsor of the October event — gets a 15-minute speaking opportunity. Königes said that while the majority of attendees come from Munich, the meetings have drawn attendees from Stuttgart and Nuremberg, and IDG Germany has held two of the Business Breakfasts in Bonn and Hamburg.

The next session will be held in January in advance of March's CeBIT trade show in Hannover, Germany, the continent's largest IT trade show. "We'll be looking at the Internet of Things, industrialization, digitization and virtual reality and what they mean for employees and how to attract young people to companies," he said.

For more information contact Hans Königes. ■

IDG Business Breakfasts are held in IDG Germany's offices in Munich and can draw up to 150 attendees.

noteworthypeople

New employees

Sugawara

Akira Sugawara joins **IDC Japan** as a senior market analyst covering the mobile, PC, tablet and wearables industries. He joins IDC from Nikkei BP Consulting where he was a senior consultant and global project manager. He earned a B.A. and an M.A. in philosophy from Waseda University in Shinjuku, Japan, and a post-master's degree in philosophy from France's Université Paris X Nanterre. In his free time he enjoys playing in an orchestra and photography. asugawara@idc.com

Unterreitmaier

IDG Germany has hired **Stephanie Unterreitmaier** as a junior sales marketing manager. She previously worked for Chinese smartphone manufacturer Phicomm as a junior marketing manager, Europe. She earned an M.A. in media and communication management from Mediadesign Hochschule in Munich, Germany, and enjoys travel, skiing and going to the gym. sunterreitmaier@idg.de

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

25

Patrick Gorman IDC

23

Marc Ferranti IDG News Service

22

Eric Shepperd IDC

14

Fung-Yee Tang IDC U.K

13

Jeanne Lee IDC

12

Brad Dillon IDC
Eduardo Caceres IDC
Kenichi Kusano IDC Japan

11

Paul Crew IDC U.K
Jim Malone IDG Strategic Marketing Svcs.
Joseph Pucciarelli IDC

10

Kandavel O. Maruswamy IDC CCR
James Lee IDG Global Solutions

9

Fion Chua IDC Singapore
Balasubramanian Seshadri IDC CCR
Al Hilwa IDC

8

Tim Brunt IDC Canada
Carla Schäfer IDG Germany

7

Shirley Shalev IDC Israel
Ali Shareef IDG Connect

6

Sherri Reardon CIO Executive Council
Abdulaziz Al-Helayyil IDC Saudi Arabia
Anna Nilsson IDG Sweden

5

Edward Choi IDC Korea
Alexandra Rathsmann IDG Germany
Ash Patel IDG U.K
Iris Whalen IDG Technical Svcs. Group
Cintia Gomez IDC Mexico

4

Paul Edwards IDC Canada
John Regan IDC Canada
Brad Casemore IDC
Robert Young IDC
Pavel Ullmann IDC CEMA
Markus Ekberg IDG Sweden

3

Sandra Schmitt IDG Germany
Vasily Agapov IDC Russia
Marjan Zorko IDC Serbia

2

Vlad Mukherjee IDC Canada
Andrea Loziuk IDC Canada
John Feler IT World Canada
Folukemi Adebote IDC West Africa
Wale Babalola IDC Middle East, Africa and Turkey
Sophia Nilsson IDG Sweden

1

Rajashree Ajit IDC CCR
Nivedita Das IDC CCR
Helena Schwenk IDC U.K
Yana Frolova IDC Russia
Donovan Kerssenberg IDG Nethelands

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One on One

The key emphasis here is on the opportunity and the need to be strategic. It's not simply a question of getting an app or paying an intern to man a social media feed. It is about reimagining your company from the customer's point of view and designing the experience to match that. Digital transformation can and should relate to any aspect of an organization. It can be internal processes or external products. It affects all touchpoints and contact with end users and customers.

Digital transformation is an opportunity to solve a problem every business needs to solve. What can you do uniquely well to offer a better service, more efficiently, engendering more delight to your customers? What is your product, who is your customer and how does your customer wish to consume that product? Any aspect of your business that doesn't confirm to this vision is likely to become redundant — even if it is profitable today.

Q What is the biggest problem facing your readers?

A The direct problem for our readers is to work out how the IT function fits into this transformation. This can mean anything from providing the tools to support a strategy to devising and driving the strategy itself. One key challenge for the IT function is persuading business leaders to invest in change that is likely to deliver lower yields in the short term. Many businesses need to transform — and keep transforming — just to stand still.

That's a tough sell both for IT professionals and our advertisers who are selling the products that solve these problems. But having to change from a position of relative strength is better than being asked to respond to a competitor who has stolen a march on you. The classic example is Domino's Pizza.

> "Digital transformation is an opportunity to solve a problem every business needs to solve. What can you do uniquely well to offer a better service, more efficiently, engendering more delight to your customers?"

It seems obvious now, but when it launched an app via which you could order a pizza for delivery, there was skepticism that anyone would ever purchase hot food by phone. But it was immediately successful, and rivals such as Papa John's and Pizza Hut couldn't afford not to build that app and transform their internal processes to deliver a similar product.

IT is either coming up with the solution or having to solve a problem. And our readers are either trying to fend off digital disruption or transform their organizations through digital means to maintain or further their careers. Our customers sell solutions to the people with the problems. ■

unsunghero

Angelica Beare

Project Marketing Manager

IDC Philippines

IDC Philippines International Publishing Manager **Christelke Agapito** *named Product Marketing Manager* **Angelica Beare** *her team's unsung hero. "After eight years of being the Asia/Pacific Publishing Services and Technology's production coordinator, Angelica moved to a new role totally different from what she was used to. She has shown an ongoing initiative, pro-activity and dedication and was unfazed by the challenges that came with the job and strove to learn and perform until she mastered the processes. Determination plus a good amount of dedication: that's Angel, and that's what makes her succeed.*

Name Angelica Beare

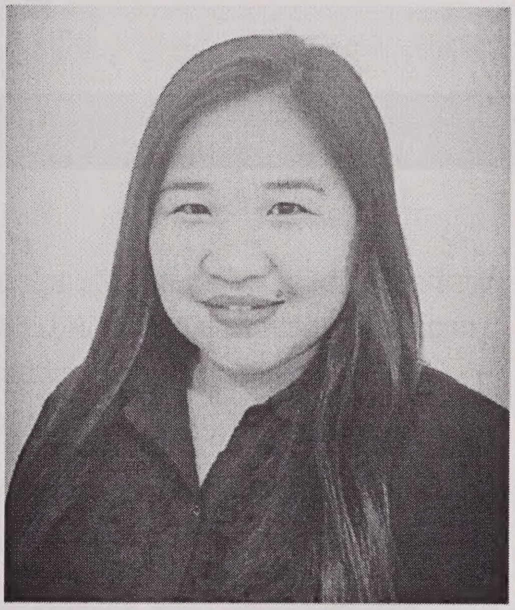
Home Manila, Philippines

Primary job responsibilities

- Managing the Product Management Process (PMP), which happens during the second quarter of each year. The products are IDC group subscription services such as Continuous Intelligence Services, Trackers and report series, among others. PMP was created to pro-actively manage IDC products worldwide. I manage the process in the Asia/Pacific region, basically coordinating, communicating and acting as the go-to person for analysts in facilitating the progress of their products. I also manage the yearly updates of product catalogs and fact sheets, which is product information that is posted online.
- Coordinating with the IDC U.S. product management team about Asia/Pacific product-related queries and updates.
- Coordinating research schedule updates between the U.S. product management team and Asia/Pacific research community.

Three things I do in a day's work

- Answer urgent and priority product-related emails from analysts and/or the marketing and sales teams.
- Update products in the PMP and/or update analysts' biographies.
- Update internal databases and references for Asia/Pacific products.



Product Marketing Manager ***Angelica Beare*** joined IDC Philippines in October 2007.

What I love most about my job

My job teaches me to get out of my comfort zone and think outside of the box by defining workflow processes for the region I serve. Being an introvert at work, my job makes me act as an extrovert and acquire skills that will make me more effective.

Latest accomplishment

I recently finished two major seasons in the product management cycle: the PMP and fact sheet updates. An internal database was set up as part of a collaborative effort with the team in the U.S. to accelerate the FY17 fact sheet submissions that resulted in a six-week improvement to the completion deadline.

What I'm doing to be a better employee

I set up realistic, timely goals for myself, such as finishing short courses or attending training that will help in accelerating my skills to better support the sales and marketing teams.

Interests outside the office

I enjoy binge watching documentaries on television.

What others can't tell just by looking at me

I am a pastor, and I occasionally preach at my local church. ■

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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thanksto

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IDC Philippines
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Hans Königes *IDG Germany*
Rob O'Regan *IDG Strategic Marketing Services*
Michael Shirer *IDC*

Looking for unsung heroes: Do you know a person whose quiet contributions help ensure the success of the whole group? Write to IDG World Update.

IDG World Update

EMPLOYEE NEWS AND INFORMATION

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IDG Spain's CIO Executive Council holds first advisory board meeting

IDG Spain's CIO Executive Council welcomed its 15-member advisory board at an inaugural meeting in October. The group is now recruiting members and hopes to have 15 CIOs signed on by its next meeting in March.

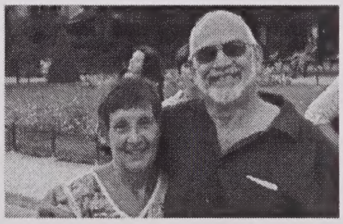
SEE MORE ON PAGE 2

Also inside

IDG CMO Josh London named to Folio:100 list
One on One: IDG Germany's York von Heimburg
Top customers share feedback at IDC's 25th GRAC
On the Job: AJ Lagomarsino, manager, publisher relationships, IDG TechNetwork

The fun continues with more Day of the Dead/Halloween photos from IDC offices in Mexico and Miami.

SEE MORE ON PAGE 7

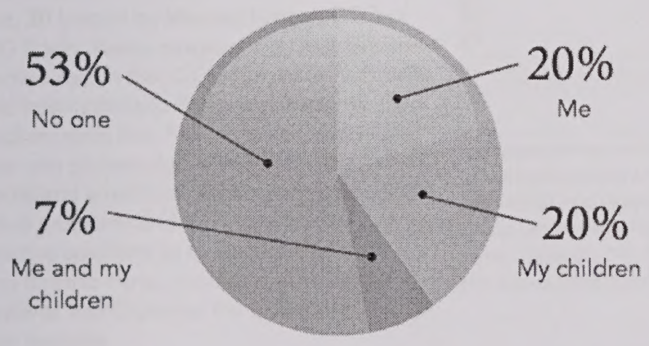


Celebrating 20: IDG Research Competitive Analyst Albie Minkovitz takes in the sights of Europe.

SEE MORE ON PAGE 8

Question of the week results

Who in your household gets dressed up for Halloween?



Log on to www.idgcentral.com to vote on this week's question:

On average, how many days a week do you work from home?

CLICK HERE

Friedenberg @ Folio

IDG Communications Worldwide CEO Michael Friedenberg participated in a keynote at the Folio: Show on Nov. 2. The panel, "A Conversation about Succeeding in the Year Ahead," explored the disruption of the media business model over the last half decade. Friedenberg addressed a packed room of media executives in a wide-ranging discussion on future media issues affecting editorial and advertising, the rise of platforms and why IDG is well-positioned to take advantage of these trends.

IDG CMO Josh London named a C-Level Visionary in 2016 Folio:100

*IDG CMO **Josh London** (center) with a group of fellow honorees at this month's Folio: Show in New York City.*

Just weeks after IDG won a Platinum 2016 Summit Marketing effectiveness Award for Brand Redesign/Relaunch for its global brand relaunch, the architect of that effort, IDG CMO **Josh London**, was named a 2016 Folio: 100 honoree. London joined 20 other honorees in the category of C-Level Visionary in recognition of his success in leading the transformation of IDG from a series of affiliated titles to a global brand.

Naming London to the list, Folio noted, "After just a year as IDG's first-ever chief marketing officer, Josh London was tasked with the ambitious job of transforming IDG from a series of affiliated titles to a global brand. In March, the tech-media giant — famous for its decentralized structure in which brands essentially operated as semi-autonomous companies — moved decidedly in the other direction, launching a first ever company-wide branding initiative.

"More than simply an exercise in rebranding, the shift involved an overhaul of the company's culture. Thanks to London's leadership, the world's largest tech-media company can now go to market with a single, synchronized message: 'Insights, Intent and Engagement.'" ■

IDG Spain's CIO Executive Council holds first advisory board meeting

EXECUTIVE
COUNCIL

***Fernando Munoz** (back row, far left) and **Manuel Pastor** (back row, second from right) pose with members of IDG Spain's CIO Executive Council Advisory Board. Members include: Federico Flórez, director of information systems and innovation, Ferrovial; Cristina Alvarez, CIO of Telefónica; José María Tavera, CIO of Acciona; Rafael Abreu, CIO of Bergé Cia; Fernando Lucero, CIO Iberdrola; Francisco Leon, CIO, Decathlon; Juan Carlos Barandela, Isolux Corsan CIO; Jorge Garcia, CIO, Mediaset; Bernard Gutierrez, CIO, Freixenet; Sergio Garcia, CIO, HM Hospitals; and Francisco Garcia, director of computer purchases, Mercadona. Three board members were unable to attend.*

IDG Spain has taken the first step toward launching its own CIO Executive Council with the appointment of a 15-member advisory board. The CIOs represent a broad spectrum of the most important companies in the country, noted **Fernando Munoz**, vice president of the advisory board of IDG Spain's CIO Executive Council. "Once we were able to explain the mission and goals of the Executive Council and the advisory board, recruiting these leading CIOs was a relatively easy process," Munoz said.

The members of the advisory board were welcomed at an inauguration ceremony on Oct. 20 hosted by **Manuel Pastor**, CEO of IDG Spain. Pastor stressed the Council's important role in the ICT sector, both nationally and internationally. Following Pastor to the podium were Elsa Punset, a well-known author and philosopher who spoke about the social and emotional skills managers need to solve problems and the importance of using creative solutions to overcome challenges, and Ricardo Pérez, professor of Information Systems and Digital at the Enterprise Innovation Institute.

The board also held its first meeting to discuss the major challenges facing the technology sector, potential strategic projects to be undertaken by the Council and areas where the council could play a leading role in the local ICT sector.

Munoz said that he has worked very closely with staff at the CIO Executive Council in the U.S. "They have explained each of the services offered on their online platform, and we receive updates on all the documents and reports that are uploaded to their platform. Honestly, I feel like I have 24/7 support."

IDG Spain will hold its next CIO Executive Council event in March. At that time, Munoz said he hopes to have recruited the first 15 members of the Council. The next event is planned for July and the target membership for that time is 50 members.

For more information contact Fernando Munoz. ■

OneonOne

York von Heimburg

IDG Germany

The president and CEO of IDG Germany is this week's columnist. Reach him at yvh@idg.de.

> "We want to build unique, integrated and verifiable solutions based on quality, relevancy of our product and service offerings, flawless execution, actionable data and creativity. We want to deliver our customers good vibrations and honest results."

Q What were IDG Germany's main accomplishments in FY16?

A First and foremost, we contributed more to IDG than we had budgeted for. We outperformed in our publishing core business as well as in the centralized portion of our business, IDG Connect. This is good news for us, and it is a great confirmation of our market-driven strategy. This success means a lot for us because it is an exciting team effort that makes me optimistic for FY2017.

The four most dynamic growth areas year-on-year have been research services (+26%), events (+15%), IDG Connect (webcasts and leads) (+22%) and third-party business (+15%).

Our main effort is to establish IDG Germany as a modern service company for integrated and targeted communication. We all know that this is a process that takes a while, but we started this transformation in 2001: We developed from being a company that just broadcast information (IDG 1.0) into a company that broadcast and received information (IDG 2.0) to finally a company that creates information and services together with our customers (IDG 3.0). Since 2015, we have been a company that creates common values for and with the customers (IDG 4.0).

It is a very exciting development and a real challenge for all of us. To get things done we had to permanently change our way of thinking, our way of working with customers, our way of managing the future and the structure of our company.

Q Can you summarize how and why you restructured IDG Germany over the past year?

A When we sold our successful IDG Entertainment and its ancillary video- and ad-network business in 2015 — which I founded in 1996 — and when we discontinued some of our print assets, we took the opportunity to restructure IDG Germany for the future. We strengthened our focus on certain products and services, and we reduced dependency on business areas that were neither strategically future-ready nor profitable. And we outsourced the B2C print business very successfully.

The restructuring enabled us to change our way of working with customers by closely connecting our B2B and remaining B2C business. We now leverage synergies to become faster and more efficient by overcoming real or mental borders between departments: tear down the walls and work together as smoothly and flexibly as possible. We integrated teams in all areas; regardless of responsibilities and brands, we combined content departments and website management, we merged all our sales people into one "IDG Germany sales house," we had to strengthen the technology area by uniting web technology, infrastructure and delivery of Strategic Marketing Services programs and so created one strong unit under the leadership of one of our management team leaders — CTO/SVP SMS **Stefan Huegel** — who is ideally suited for this very important position. And, finally, we had to focus our data strategy under the leadership of **Edmund Heider**, our VP/Data Strategy.

Q Why did you decide to add the chief revenue officer position?

A As I said, we reorganized the company due to market needs and to spark growth for IDG. My idea was to optimize our leadership quality by being faster and more innovative, by creating more growth areas and by improving cost efficiency. I took the ideas formulated in a book I wrote in the '90s about "focusing" to get my top managers — Stefan Huegel, **Michael Beilfuss** and **Jonas Triebel**, who join me on the IDG Germany executive team — to focus on their strengths to achieve the best results. And this is how we did it.

Michael Beilfuss is one of the best sales leaders we have in our company worldwide, and he is now our CRO overseeing practically all of IDG Germany's main sources of revenue. This includes defining sales and circulation strategies, implementing the strategies and boosting market-driven activities, selling complex and highly integrated programs at the top level and creating and enforcing new business ideas in order to accelerate revenue growth.

Michael and I are both focused on finding new customers in areas we haven't addressed before such as IoT (e.g., Bosch, MAN, Siemens etc.) or the new big players in consulting and services (Cancom, Computacenter, Dimension Data, Bechtle, Accenture, Fritz & Macziol) as well as new startups and 3rd Platform companies.

Jonas Triebel, the youngest but nonetheless very experienced member of our executive team with an impressive career at IDG, is chief operating officer and chief product officer. In his CPO role, Jonas takes care of the quality and the future development of our brands and our product portfolio.

Q What will be the company's priorities for FY17?

A We will focus totally on our customers' needs.

continued on page 6

Top customers share feedback, learn about new research initiatives at IDC's 25th GRAC

IDC's senior managers and analysts connected with 118 of the company's top customers at the 25th annual Global Research Advisory Council (GRAC) meeting in Boston (Oct. 5-6) and San Francisco (Oct. 24-25). The invitation-only gathering strengthens ties with clients, showcases IDC's latest research and upcoming initiatives and collects feedback on how to better meet the needs of customers representing top-tier companies such as Amazon, Verizon, IBM, Dell, Apple and Cisco.

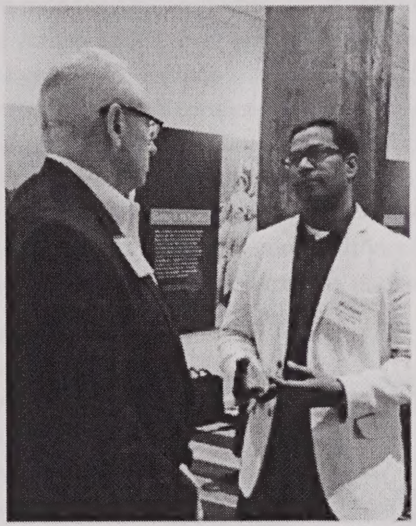
"GRAC is an exceptionally valuable event because it provides the opportunity for our top research and sales management to hear directly from many of our most important customers about what new research they would like IDC to launch and areas where IDC can improve," said IDC President and CEO **Kirk Campbell.** "We use this customer feedback to drive our strategic planning process in the next year. GRAC is the only conference in the technology industry offered for both market intelligence and analyst relations professionals."

Attendees represent companies that have spent the most with IDC in the past year as well as others that have high spending potential in the coming year. IDC Marketing Director **Patrick Gorman** said while there are repeat attendees, IDC goes through a detailed vetting process to identify new people to take advantage of the GRAC experience. While most are U.S. based, a limited number are from other global regions.

At each venue, Campbell gave an overview of what's new at IDC, including expanded research in key growth areas and changes to methodologies and delivery methods. Examples of new products and services include worldwide Trackers that cover 3D printers, augmented reality/virtual reality headsets and industry cloud; expanding the digital transformation research portfolio to more than 30 services and enhancing the security and usability of IDC research delivered to clients' intranets.

GRAC highlights included EVP/Worldwide Research Products & Chief Research Officer **Crawford Del Prete**'s ICT Market Overview — consistently the highest-rated session by attendees —SVP/IT Executive, Software, Services and Industry Research **Meredith Whalen**'s Innovation Accelerators panel and Group VP and General Manager **Scott Lundstrom**'s session on Industry Cloud.

Del Prete addressed the impact of Brexit on Western Europe IT spending growth, noting that the 2016 outlook had stabilized in Q1, improving the sales of some hardware categories, but "Brexit's impact on business confidence has driven down the outlook for the second half of 2016; most of the impact will be felt in 2017 as discretionary budgets are scrutinized in the face of a conservative approach to new projects and major investments."



IDC GVP/GM Worldwide Consulting ***Scott McLarnon*** *(left) chats with a client. Customers booked more than 150 one-on-one meetings with IDC executives and analysts during GRAC.*

GVP/Executive Advisory Strategies **Rich Vancil** joined SVP/Chief Analyst **Frank Gens**' annual panel, which this year focused on Sharing Practices for Understanding (and Engaging with) a Changing Marketplace. Panelists included executives from Box, Adobe, AMD, Verizon, Accenture and IBM and represented various disciplines: market intelligence, marketing, strategy, and analyst relations. They shared their latest observations, strategies, experiences and advice about navigating today's fast-changing environment.

Breakfast sessions highlighted IDC's global reach: In Boston, Chief Analyst/Europe **Philip Carter** discussed Digital Transformation in Europe: Survival of the Quickest and in San Francisco, GVP/Practice Group, IDC Asia/Pacific **Sandra Ng** focused on The Digital Battlefield in Asia/Pacific.

Clients also had a chance to have a hands-on look at products from the Custom Solutions group, Worldwide Trackers and Customer Insights and Analysis' Worldwide Spending Guides.

For more information contact Patrick Gorman. ■

Job Spotlight

On the job: Manager, Publisher Relationships

The past few years have seen huge changes in the media space. These changes have resulted in the creation of new jobs with unfamiliar-sounding titles and the retooling of old jobs to incorporate new skills and ways of doing business. IDG World Update's occasional Job Spotlight series is designed to provide insight into what our colleagues are up to.

Name AJ Lagomarsino

Title Manager, Publisher Relationships, IDG TechNetwork

What a manager, publisher relationships does

I oversee the relationships with our network of tech- and business-related publishers. These partners range from major news websites all the way down to little mom-and-pop tech blogs. I ensure that they continue to send us as much high-quality inventory as possible to align with our B2B and B2C advertiser campaigns. "Inventory" is available ad space they're turning to IDG to fill for them, which includes display, native sponsorships or video ads. Many publishers have their own sales organizations to sell ads but rely on IDG to help fill their remnant inventory. If the website sells an ad for its own property it will have precedence and be served first, but if none of its own ads are available they'll send out a "call" to us or another similar company. When IDG is called by a publishing partner that has an ad space available, we'll send one to them, filling the space on the page.

The services I provide and who my customers are

Managing publisher development and relationships is a unique position in which I have multiple customers. Externally, my role focuses on managing our publisher relationships, seeing that their calls are answered and making sure they're being fairly compensated for running our ads on their websites. It all goes hand in hand. Most publishers are not beholden to IDG, so if we're not giving them reasonable payment for their ads then they can just go to one of our competitors who will. It's kind of like walking a tightrope to make sure I'm looking out for our advertisers' needs, as well as those of the publishers. Internally, I work to make sure our sales, programmatic and ad ops team are aware of the publishing partners we're working with, as well as their capabilities.

Key skills required for my job

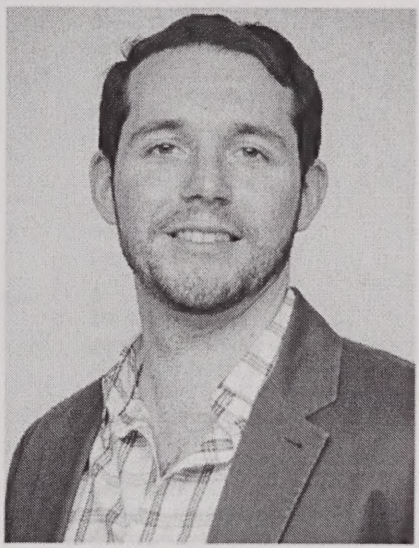
They're mainly analytical — being able to figure out the trends of the digital marketplace and explain them to our partners. Additionally, there's a big focus on negotiations as we're looking to get the best value for our advertisers and IDG while publishers are looking to get the most amount of money for their ad space.

A typical day

It varies greatly. Some days I'm sourcing and recruiting new publishers to the network. There are tools like SimilarWeb.com to help find websites that mimic the content and users you're looking for. I also monitor IDG properties like PCWorld.com to see what they're writing about, then search for sites that write about the same things. Once I find the sites, I'll use email, LinkedIn or any other means to try and contact them to get a conversation going. Once I get a publisher interested, the last bit is locking down contractual terms and actually getting them technically started. On other days I focus on reporting and technical issues. The structure of how we work with our publishers is constantly changing, so you definitely have to be able to adapt with it.

Most challenging part of my job

Staying knowledgeable about the market and ahead of any industry changes. Over the past year, a lot of our business has been affected by the industry shift to more programmatic ad buying, so publishers have seen a lot of variation in the type of payouts they get from IDG. Keeping them aware of how the industry as a whole is affecting their bottom line is tough but important.


ERIK SWANSON

*Manager, Publisher Relationships **AJ Lagomarsino** joined IDG TechNetwork in 2015.*

An effective new function I've brought to my job

Some of our advertisers are purchasing campaigns on a viewability guarantee in which only impressions that can actually be seen by users are tracked. These campaigns have mostly been run on our owned and operated sites, however, we've run some campaigns recently with our publishers to help with scale. We had to do some legwork beforehand to see which publishers would be most effective, but it's been very successful.

A recent accomplishment

We've brought on some great tech-focused websites recently, such as Wareable.com, Geekwire.com and Dice.com, which are good additions to the network.

What my colleagues would be surprised to learn about me

I really enjoy traveling. In the past year, I've been to Brazil as well as 10-plus U.S. states. The next big trip on the docket is Italy and Ireland between Christmas and New Years. ■

noteworthypeople

New employees

IDC Manufacturing Insights has hired **Shawn Fitzgerald** as a research director with its Digital Transformation Strategies team. Previously global director, Process Excellence and Supply Chain Best Practices with Crane Currency, he holds a B.S. in accounting and finance from Montclair (N.J.) State University, a finance MBA from the University of Scranton (Pa.) and attended MIT's Executive Program in managing technical professionals and organizations. A "very involved father of two," he is also an avid mountain biker and outdoor enthusiast. sfitzgerald@idc.com

Fitzgerald

New at **IDC Framingham** is Office Services Associate **Ricky Sain**. Previously a Chick-fil-A team member, he is a recent graduate of William Carey University in Hattiesburg, Miss., with a B.S. in in intercultural studies; he is also the second member of his family to graduate college. He enjoys travel, music and a good cup of coffee. rsain@idc.com

Sain
PETER SHORT

New at IDG Communications' **Digital Account Services** is Senior Campaign Manger **Josh Pearsen**. He recently received his MBA from Boston University and also holds a B.A. in economics and politics from St. Lawrence University in Canton, N.Y. Away from the office he enjoys golf and working out and is an avid Carolina Panthers fan. jpearsen@idgcommunications.com

Pearsen
WORLD UPDATE

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

49
Ted Bloom *IDG*

30
Jose Luis Diaz *IDG Spain*

29
Michelle Chase *IDG Credit*

28
Jayne Enos *IDG Tax*

25
Megan Santosus *IDC*

20
Patrick Thibodeau *U.S. Media*

19
Cindy Reed *IDG Finance*

17
Maggie Tan *IDC Malaysia*
Annelise Fortier *IDG Human Resources*

16
Shane Hannam *IDG Global Solutions*
Lucas Mearian *U.S. Media*

14
Moira Keating *IDC*

13
Matt Egan *IDG U.K.*

12
Charles Harris *IDC*

10
Adelaide Sibbald *IDC*
Daniel Zegarra *IDC Peru*
Deb Begreen *U.S. Media*

9
Christopher Morris *IDC Australia*
Nevin Cizmeciogullari *IDC Turkey*

6
William Zhang *IDC China*
Ji-Sun Chai *IDC Korea*
Robert Grant *IDG U.K.*
Felipe Alves *IDC Brazil*

5
Radha Kaggallaiah *IDC India*
Marija Crnomut *IDC Serbia*

3
Mevira Munindra *IDC indonesia*
Rodalyn Quimora *IDC Philippines*
Jemina Ye *IDC Philippines*
Martin Svitek *IDC Singapore*
Gerald Wang *IDC Singapore*
Tuang Cheevatadavirut *IDC Thailand*
Eric Burgener *IDC*

2
Alisa Li *IDC China*
Jacky Zhao *IDC China*
Sai Gunaranjan *IDC India*
Girish Teggi *IDC India*
Iwona Wilk *IDC U.K.*
Gordon Ung *U.S. Media*
Courtney Hunt *U.S. Media*

1
Elly Hao *IDC China*
Joseph Lee *IDC Hong Kong*
Mrityunjay Kumar *IDC India*
Chwee Kan Chua *IDC Singapore*
Tanmai Praanav *IDC Singapore*
Price Lu *IDC Taiwan*
Russell Stanton *IDG Australia*
Cathy Kelly *IDC*
Hayley Sutherland *IDC*
Anthony Lupo-Mack *IDC*
Neetu Subramanian Cheruliparambil *IDC Middle East, Africa & Turkey*
Shabbir Saifuddin *IDC Middle East, Africa & Turkey*
Lisa Holubik *U.S. Media*
Lindsay Rafalski *U.S. Media*

continued from page 3

One on one

IDG is and will be a vital part in the value chain of our customers. We want to build unique, integrated and verifiable solutions based on quality, relevancy of our product and service offerings, flawless execution, actionable data and creativity. We want to deliver to our customers good vibrations and honest results.

We will invest in terms of people, time and passion in four areas: events, research, data and a new area in which we see substantial room for growth: our IDG Executive Education offering. IDG Germany provides a variety of services with the intent of establishing close links to and between tech-focused executives as well as strengthening the role of tech-focused C-level executives in general. The range of services, so far, is centered around the two pillars of research and executive education. In research we design and execute surveys dedicated to the most relevant topics in the market. Executives use survey results to drive decision making and adoption of relevant future technologies in their organizations. In executive education we provide programs and courses to improve leadership and technological skills. The target audience of both include tech-focused C-level executives as well as their direct reports.

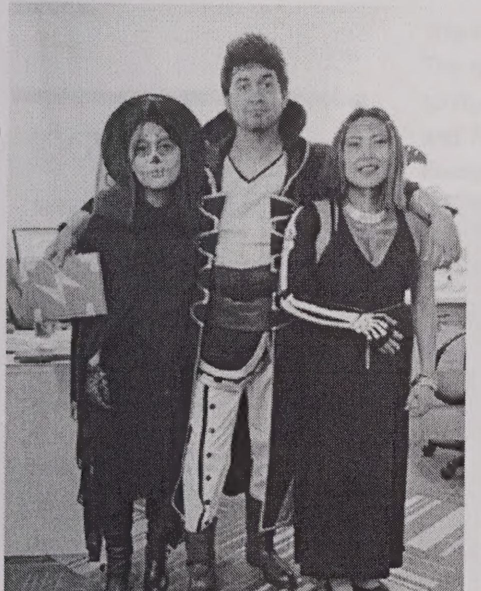
Q What are a couple of successful projects the company has had in the area of creating commercial editorial content ("comtent")?

Our biggest success by far in terms of comtent was our B2C editorial crew's production of a "live bargain ticker" for the last Amazon Prime Day, which became famous in social media. IDG Germany has a business relationship with Amazon and gets paid for referrals. The night before Amazon Prime Day our editors prepared content describing the best electronic bargains for consumers on Prime Day itself: our ticker and the articles led thousands of users to Amazon. We obtained great revenues within 24 hours, and what I like best about this project is that the content was also extremely useful for our readers — as great content should be.

Another interesting example for comtent was a test of product placements in PC Welt's huge YouTube channel with a direct link to a lot of shops. We are the biggest YouTube channel (365,000 subscribers) for consumer electronics in Germany. ■

Halloween, Latin-style, in Mexico and Miami

To celebrate Dia de los Muertos, or Day of the Dead, on Nov. 1, IDC Mexico staffers got together to compete in a costume contest.



*The IDC Mexico costume contest winners were (l-r): Office Support Assistant **Diana Martinez**, Latin America Consultant **Hector Aguirre** and Associate Analyst, Buyer Pulse **Paulina Mendoza**. Below: Day of the Dead decor.*

*Employees at IDC Latin America's Miami office dressed up for Halloween prizes, with Hot Dog **Alejandro Florean**, VP Consulting, Latin America; Policewoman **Maria Avila**, senior account executive, Latin America; and Pirate **Ricardo Villate**, group VP, IDC Latin America being named the three semi-finalists and Avila taking home the grand prize.*

celebrating20

Albie Minkovitz

Competitive Analyst

IDG Research

Employees who celebrate two decades of service to the company are recognized with a very special gift from IDG: a 20th anniversary trip to the destination of their choice. IDG Research's Albie Minkovitz traveled to Europe.

Joined IDG Research
May 6, 1996, as a research assistant.

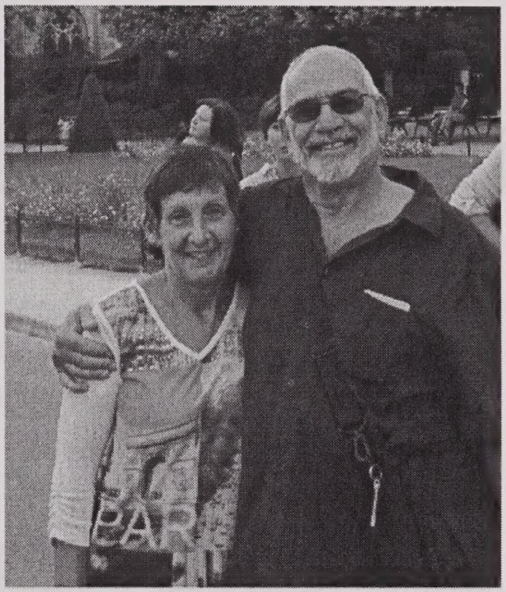
Current title
Competitive analyst reporting the online market share for IDG and its competitors for the IDG Executive Committee as well as IDG sales associates.

Why I took this trip
I chose a European Highlights group tour because I wanted to see as much of Europe as I could. I travelled 1,400 miles during the eight-day trip seeing four countries (England, France, Switzerland and Italy) and seven cities (London, Paris, Lucerne, Bergamo, Florence, Venice and Rome).

Who I traveled with
Henry Podolsky, my partner of 15 years.

Trip highlights
The trip was truly a once-in-a-lifetime opportunity with so many sights. I travelled 188 mph and 75 feet below the English Channel on the Eurostar train from London to Paris and then travelled 5 mph on the train up to the top of Mt. Pilatous in Lucerne, which is almost 7,000 feet high. I walked atop the Eiffel Tower, rode a gondola in Venice, walked in the Sistine Chapel as well as St. Peter's Basilica — its interior is the largest church in the world — threw a coin in the Trevi Fountain for good luck, entered the Coliseum where Maximus in *Gladiator* stood, and toured Buckingham Palace. The most memorable moment was seeing the show at the Moulin Rouge in Paris — place of our best dinner — where a woman swam with four 12-foot snakes on the stage that was literally 12 feet from where I was sitting! And I don't like snakes!

The sight of the Eiffel Tower at night is breathtaking.


Henry and I strolled along the grounds of Notre-Dame Cathedral in Paris.

St. Peter's Square looking toward St. Peter's Basilica and the Egyptian obelisk.

The impressive Trevi Fountain in Rome is 86 feet high and 161.3 feet wide.

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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thanksto

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IDC Turkey hosts Finance Technology conference, awards

Some 325 senior decision makers from Turkey's finance and insurance sectors learned about the latest industry innovations and shared strategies for enhancing the customer experience.

SEE MORE ON PAGE 2

Also inside

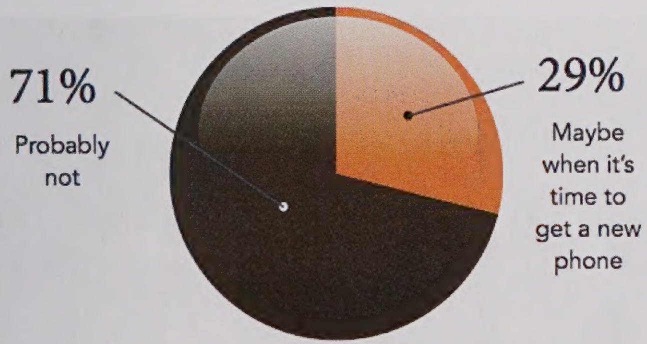
IDG Czech Republic attracts 250 IT, security pros to CyberSecurity conference
One on One: IDC's Cathy Kelly, Moira Keating offer tips to maximize LinkedIn impact
On the job: IDG Enterprise Marketing and Research Specialist Stacey Raap

IDG and IDC employees in Framingham, Mass., and San Francisco get in the Halloween spirit.

SEE MORE ON PAGES 7-8

Question of the week results

Would you buy the new Google Pixel phone?



Log on to www.idgcentral.com to vote on this week's question:

Who in your household gets dressed up for Halloween?

CLICK HERE

IDG Spain: 35 years covering IT

IDG Spain held its 35th anniversary party for staff at the Ritz Hotel in Madrid on Sept. 29 after its annual ComputerWorld Awards gala, which some 350 representatives from Spain's IT industry attended. IDG Spain staff: (kneeling, l-r): Alfonso Casas and Jaime Buitrago. Second row, l-r: Marta Pérez, Toñi Hernández, Inma Pérez, Esther Macías, Marta García and Eugenio Ballesteros. Third row, l-r: Rocío Guille, Mario Moreno, Julio Benedetti, Fernando Muñoz, M. José Marzal, Manuel Pastor, Marlon Rodríguez, Irene Muñoz, Claudia Ortiz-Tallo, Maite Alda and Nastaran Alipour.

IDC Turkey hosts Finance Technology conference and awards program

At IDC Turkey's second annual Finance Technology conference on Oct. 20 in Istanbul, 325 senior decision makers from the country's finance and insurance sectors learned about the latest industry innovations and shared strategies for enhancing the customer experience and reducing their dependence on the traditional branch environment. More than a dozen corporate partners supported the event.

"The spread of digital transformation is progressing at a fast and furious rate, with institutions experiencing different degrees of success," said IDC Turkey Country Manager **Nevin Cizmeciogullari**. "In just a short time, we have seen the emergence of new ways to track and understand customers and advances in pricing and product bundling, among other innovative developments."

In addition to traditional longer-format presentations, this year's program included three parallel session tracks — Infrastructure Solutions, Next-Generation Security, and Data Analytics and Omni-channel — that each featured four or five speakers who gave brief 10- to 20-minute presentations.

"This was a great way to bring in more speakers with rich, interesting content and keep our attendees engaged," said Conference Project Manager **Sevil Caliskan**.

As it has at many of IDC Turkey's other major conferences, press partner WiseTV shot video at the event, including feedback from sponsors and attendees, that IDC Turkey posted to YouTube and other social media outlets and is sharing with partners as part of its post-event report.

IDC
Analyze the Future
FİNANS TEKNOLOJİ
KONFERANSI
Turkiye

IDC Turkey Country Manager ***Nevin Cizmeciogullari*** *(center) with two of the Finance Technology Award winners.*

At the end of the conference, IDC Turkey announced the 33 winners of its Finance Technology Awards, which recognized outstanding projects in 10 categories such as Big Data and Analytics, Customer Experience, Digital Channels, and Security and Fraud Management; companies could submit projects in multiple categories.

For more information write to Sevil Caliskan. ■

IDG Czech Republic's security event attracts more than a dozen partners

IDG Czech Republic organized its sixth CyberSecurity conference earlier this month that drew more than 250 IT and security professionals, making it one of the largest events of its kind in the country. The business unit holds two security conference a year; the first was February's collaboration with Cisco, and this month's was timed to coincide with the European Month of Cybersecurity.

IDG Czech Republic's conferences focused on IT security have been the company's most successful in recent years.

cyber security
ANECT
SOCA
Microsoft
Symantec
ComSource
FORTINET
LOG
veracomp
Symantec
CETIN
Fidelis

This month's event was held in partnership with several Czech government authorities including the National Security Authority, the Ministry of Defense and the Ministry of the Interior. The content included technical aspects of cyber security as well as information about the latest regulatory standards.

More than a dozen sponsors were involved at three partner levels, each with one or two presentation slots depending on their level of support, and the top two levels of sponsors had exhibit space. Gold Partners ANECT and Microsoft participated in a first-time panel discussion.

Contact Event/Conference Manager Michaela Dvorakova. ■

OneonOne

Cathy Kelly and Moira Keating

IDC

Kelly

Keating

During the Take Control of Your Career month, a part of IDG's Wellness at Work initiative, IDC HR Project Specialist/Recruiter Cathy Kelly and HR Manager Moira Keating presented two sessions on using LinkedIn. They were titled: LinkedIn for Beginners – Build and Enhance Your LinkedIn Profile, and LinkedIn for Advanced Users – Engage and Share Content with Your Professional Network. In this week's One on One column, they offer a summary of some of their key tips. Reach them at ckelly@idc.com and mkeating@idc.com.

> "Recent statistics tell us that two people join LinkedIn every second, and LinkedIn is currently the most robust and widely used professional networking tool in the world."

Q Why is it important for IDG/IDC employees to have a LinkedIn profile?

A According to the Wall Street Journal, Ignoring LinkedIn Is Hurting Your Career. LinkedIn is the place business professionals go to research companies and individuals, read about current trending business news and connect with other like-minded professionals. It is a tremendous networking and marketing tool for individuals and businesses alike.

Recent statistics tell us that two people join LinkedIn every second, and LinkedIn is currently the most robust and widely used professional networking tool in the world. So, to be a current, relevant business professional today it is important to create a LinkedIn profile and participate in LinkedIn's online community.

Q What are the key elements of a LinkedIn profile?

A **Profile picture.** LinkedIn data tells us that a profile picture makes you seven times more likely to have your profile viewed. Best practices suggest using a photo focused on your face, with no other people or objects in the picture. A professional headshot is not required, but it should be a clear photo.

Professional headline. You may consider this your personal branding statement. Many people use their current title, but others choose to describe their area of expertise or key skills/value. LinkedIn limits you to 120 characters so you must keep it high-level. Remember, this is your first impression.

Summary. A good summary consists of a brief paragraph (or bullets) recapping your professional background, key areas of expertise and any accomplishments you would like to highlight. Think of it as the summary paragraph of your professional brochure.

Experience. In the experience section, list your most recent professional positions, with high-level descriptions of your duties and accomplishments at each one. It may even be worth including a one-sentence description for each company/organization. A strong profile highlights relevant professional experience.

Education. List your alma maters. Connecting with your alumni networks is a great way to expand your connections.

Volunteer experience and causes. LinkedIn gives you an opportunity to share causes you care about as well as your volunteer experiences, giving others insight into your interests outside of the office.

Connections. Use the networking power of LinkedIn to connect with IDC/IDG colleagues, former colleagues and other professionals in industries of interest. LinkedIn makes it easy for you to expand your professional footprint by recommending connections based upon your current network. However, be thoughtful about who you connect with, make sure that the connection is someone you know, have worked with before, is part of your larger extended network, someone in your industry or someone you would like to connect with for a relevant reason. In those cases, we recommend creating a personalized message in lieu of the generic default request LinkedIn provides to increase the success of connecting. And remember, be thoughtful about creating your own meaningful professional network. You are not required to accept every connection request you receive.

Q How can people make their profiles stand out?

A There are some simple ways to make your profile more visually appealing and stand out from the crowd.

A great photo is a must. Again, use a picture in which you are dressed professionally and that focuses on your face. To look friendly and approachable, be sure to smile.

Similar to Facebook and Twitter, you can now display a background photo that appears across the top of your page that is different from your profile picture. The picture that you select should reflect your professional, not personal, identity.

Provide extra detail about how to contact you such as your Twitter account, your company web site or other relevant URLs, and you can even personalize your own LinkedIn profile URL.

LinkedIn makes it easy to add media content (i.e., document, photo, link, video or presentation) to showcase some of your recent achievements or press. For example, if you have a photo or video that represents an accomplishment (such as speaking at an industry event), a document, presentation or a link to work you would like to share, you can easily embed media and links in your Summary, Experience or Education sections.

continued on page 5

Job Spotlight

On the job: Marketing and Research Specialist

The past few years have seen huge changes in the media space. These changes have resulted in the creation of new jobs with unfamiliar-sounding titles and the retooling of old jobs to incorporate new skills and ways of doing business. IDG World Update's occasional *Job Spotlight* series is designed to provide insight into what our colleagues are up to.

Name Stacey Raap

Title Marketing and research specialist, IDG Enterprise Marketing

What a marketing and research specialist does My time is split between research- and marketing-focused tasks, but, overall, my projects help raise the visibility of IDG Enterprise with tech marketers and help sales. On the research side, I frequently work with IDG Research and IDGE sales management to draft questionnaires that help explain the goals and behaviors of tech decision-makers, followed by tracking and analyzing results and creating assets that tell the story of the research results including PowerPoint presentations, infographics, blogs, social media posts, press releases, etc. I help manage IDGE's Twitter account, write blogs and newsletter copy, work with the sales team to create marketing materials, as well as pull together targeted research results the sales team needs for follow up with clients. I'm also responsible for working with the Strategic Marketing Services (SMS) team to create marketing materials for their programs, post them to the IDGE product library and update changes when needed.

The services I provide and who my customers are The primary goal of the IDGE marketing team is to drive engagement with tech marketers so they connect with our sales team and buy a program. We accomplish this through the content we produce and promote to tech marketers as well as our sales enablement efforts. This includes research presentations, infographics, executive summaries and promotional copy for the sales team to use. We also deliver this content to tech marketers via idgenterprise.com. The IDGE site is built to provide tech marketers with insights and product information to make informed purchase decisions.

Key skills required for my job There's a lot of creativity, analytics and project management involved. Whether it be writing a blog, creating tweets or putting together a research presentation, there are only so many times you can use the same phrase or concept, so I regularly explore new ways to describe something. This also applies to research results — there are times when data doesn't change too much year over year. When this happens, we have to be extra-analytical and creative to create a compelling research story. With each research study I have the opportunity to work with a variety of departments (IDG Research, IDGE Editorial, IDGE Sales Management, IDGE Marketing) to ensure that we have the right story to present, our deadlines are met and stakeholder's feedback is incorporated.

JOE MOLA

*Marketing and Research Specialist **Stacey Raap** joined IDG Enterprise in 2014 after working there as an intern during her senior year of college.*

A typical day Generally, I kick off my day with some social media tasks, whether it be the everyday Twitter posts or putting together promotion plans for our research. There's almost always research that is in questionnaire, fielding or presentation development, so, depending on the status, I work on moving the research process along. Throughout this, I'll have frequent team meetings to go over marketing strategies and meetings with IDG Research and sales to review research. I also work closely with the SMS team developing PowerPoint slides and website pages to effectively represent their programs.

Best part of my job Getting to work on a diverse group of projects and with various teams and individuals — whether it be sales requests or events with the sales team, research reports with IDG Research and editorial, and then marketing campaigns with my own team.

Most challenging part of my job Making sure research studies stay on track and follow our planned timelines in order to close and be available to the sales team on time. With all of the different steps in a research study, from getting to respondents to packaging the research, there can be uncertainty in how long each step will take.

How I got involved in this career During my internship at IDGE in my senior year of college I was able to work on a variety of marketing projects, and the research-based projects were ones that I really enjoyed. I have been able to build on my marketing and research skillsets at IDGE since then, which has helped shape my career path to my current role. ■

continued from page 3

One on one

Continuously build your network! Make sure that you connect with other people with whom you work or have worked in the past, and be sure to follow up with people you meet at events with personalized connection requests. When looking at your profile, people will notice if you have a meager or expansive network.

Recommendations are also a "nice to have" on your Linkedln profile (although certainly not necessary).

Q How does a Linkedln profile differ from a resume?

A Linkedln profiles and resumes generally have different audiences. A resume is usually targeted toward hiring managers, HR professionals and recruiters; people in a position to evaluate work experience and evaluate a fit for an open position. A Linkedln profile, on the other hand, may be read by many different kinds of individuals; current, past and future colleagues, friends and potential customers. When crafting your Linkedln profile, showcase your professional accomplishments, experience and education but also highlight the strengths of your company, your enthusiasm for your product or service and areas of passion and interest.

Also, in your Linkedln profile (unlike your resume), you can write in the first person and tell your "career story," embedding media and links. You can educate your readers about your projects and accomplishments, what motivates you and how you are poised to provide value in the marketplace, while at the same time, representing your company and its product or services.

If you are in a job search, you should most certainly have an active Linkedln profile because often HR recruiters now view someone's profile after receiving a viable resume to determine if they are staying current in the market and if the profile and resume are aligned.

Q What are some of the different ways people use Linkedln to benefit their careers?

A Since Linkedln is an online directory of professionals and companies with trending business articles and news, there are many different ways to engage in the tool: networking, company research, business news and updates, job searches, hiring and connecting with business groups, associations, and alumni.

Following are several ways users can get the most of out of Linkedln, but this list is by no means exhaustive:

Engage with your own network. Since it is a professional but also social network, be social! Like and comment on others' updates/statuses. If you see a job opening on Linkedln that may be a match for a friend, send it along. Share content you find interesting and valuable. The more you engage and share, the more valuable Linkedln will become for you and your network. However, please remember to keep Linkedln professional — and save the personal status updates for Facebook and Instagram.

Continuously work toward expanding your connections. Linkedln makes it easy for you to find connections with its robust search capabilities, and it also recommends connections based upon your current network.

Join relevant groups on Linkedln to connect with professionals in your industry — by doing so, you can share content, learn about industry news, post and view jobs and connect with industry experts or establish yourself as an industry expert.

Check out who has looked at your Linkedln profile to help build your network — sometimes seeing that someone viewed your profile can start a business relationship, such as a new client or vendor, or a potential colleague looking for a position on your team.

Alternatively, you are able to adjust your settings to "anonymous" if you want to look at someone's profile to learn about their work experience without them knowing you viewed their profile, such as looking at a profile to get some competitive information.

Create a meaningful and personalized news feed on your Linkedln Home tab by clicking Follow for:

- Business news: you can follow trending business news through Linkedln Pulse or by following business publications that you select for your personal feed.
- Companies: clients, vendors, competition, and other companies of interest for their news and updates.
- Influencers: a quick Linkedln search on "Influencers" will yield 500-plus industry leaders designated by Linkedln as "the world's foremost thinkers, leaders and innovators" who frequently publish and share interesting content.

Learn and share content. Linkedln offers SlideShare, an online Linkedln community in which users can upload and share PowerPoint presentations on a wide variety of topics.

Last but not least: Set aside time at a regular cadence that works for you to spend on Linkedln, whether that is a 10 minutes a day or one hour a week or every two weeks to stay abreast on business news, what your connections are doing and what is going on in your alumni or professional groups.

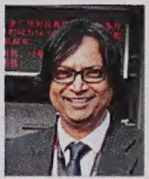
Getting skilled at doing anything takes practice and repetition. The more you become familiar with Linkedln, the more you will be able to take advantage of the vast array of networking opportunities, information and resources it offers and be a relevant player in this rapidly growing worldwide professional network. ■

noteworthypeople

New employees

Brimberry

Kevin Brimberry is the new senior account executive with **IDC Executive Programs**. Based in Chicago, he was previously global account director with Avention and holds a BBA in finance from Texas State University in San Marcos, Texas. Away from the office he enjoys being outdoors, traveling and spending time with his family. kbrimberry@idc.com


Thakor

IDG India has hired **Bhavesh Thakor** as VP, Products, Marketing and Operations. Previously VP, solutions and marketing with digital research services firms Cheers Interactive, he holds degree in commerce from Mumbai University and an M.A. in business administration from Mumbai's Institute of Technology and Management. In his free time he enjoys travel to offbeat destinations, reading and playing chess. bhavesh_thakor@idgindia.com

Gois

Previously an account manager with Converge Communications, **Carla Gois** joins **Digital Network! Brasileiros** as an account manager. She earned a degree in advertising and marketing at University Anhembi Morumbi in Sao Paulo and enjoys travel, movies, cooking and her dog. She is currently studying holistic therapy with a focus on traditional Chinese medicine. carla.gois@idg.com.br

Griffin

After a brief stint as a contractor with **IDG Global Solutions, Cristina** Griffin joins the group as a program coordinator. She was most recently a demand generation coordinator with EnterpriseDB handling event planning and webinar management. She holds a B.A. in communications and business from Curry College in Milton, Mass., and enjoys going to the gym. cristina_griffin@idg.com

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

28
Terri Schafer *IDC*

26
Stephen Fontaine *IDC*

24
James Farley *IDC*
Martin Kybal *IDG Czech Republic*

23
Sean Weglage *U.S. Media*
Carolyn Johnson *IDC*

22
Sabine Mayer *IDG Germany*

21
Ricardo Sampaio *IDC Brazil*

20
Mario Morales *IDC*

18
James Eibisch *IDC U.K.*
Sheryl Hodge *U.S. Media*
Amy Kelley *IDC*

17
Geoff O'Connor *IDG U.K.*

16
Masato Takeuchi *IDC Japan*
Fabio Rizzotto *IDC Italy*
Mats Brandon *IDG Sweden*
Hans Dirscherl *IDG Germany*

15
Sharon Gaudin *U.S. Media*
Thomas Jank *IDG Germany*

14
Patricia Henderson *IDC*
Vera Vorobjova *IDC Russia*

13
Janet Ward *IDG*
Patrick Burke *IDG Technical Services Group*
Matt Egan *IDG U.K.*
Christian Löbering *IDG Germany*

12
Renata Bevilacqua *IDC Brazil*

11
Amy Seitz *IDC*
Silvia Bassi *Digital Network! Brasilieros*
Ronita Bhattacharjee *IDC Middle East, Africa & Turkey*
Karin Lindström *IDG Sweden*
Mirja Wagner *IDG Germany*

10
Piotr Twardy *IDG Poland*
Lindsay Duggan *IDC*
Trine Borve *IDC Denmark*
Svetlana Lovric *IDC Germany*
Anthony Bebee *IDC*
Anna Müller *IDG Sweden*
Nissi Jang *IDG Korea*

9
Patricia Gonzalez *IDC Mexico*
Lidice Fernandez *IDC*
Andy Hicks *IDC CEMA*
Petr Zizka *IDC CEMA*
Stefan Huegel *IDG Germany*

8
Mary Turner *IDC*
Fletcher Guinness *IDG Australia*
Estelle Chapin *IDC France*
Benjamin Schischka *IDG Germany*
Armin Weller *IDG Germany*

7
Val D'Aquila *U.S. Media*
Chamanpreet Kahlon *IDG Connect*
Johnny Högdahl *IDG Sweden*

6
Belinda Tan *IDG Connect*
Stefania Aguzzi *IDC Italy*
Richard Costello *IDC*
Maura Fitzgerald *IDC*
Rania Mustafa Hanafi *IDC Middle East, Africa & Turkey*
Takuya Uemura *IDC Japan*
Luca Bonacina *IDC Italy*

5
Susan Ma *IDC China*
Kimberly Andrews *U.S. Media*
Timoteo Figueiro *IDC Portugal*
Tomasz Bitner *IDG Poland*
Peter Kasik *IDC CEMA*
Andries Lombaard *IDC South Africa*
Regina Böckle *IDG Germany*

4
Adam Dodds *IDC New Zealand*
Nolan Greene *IDC*
Erin Johnston *IDC*
Jim Caris *IDC CEMA*
Ales Kantor *IDC CEMA*

3
Stephen McKeon *IDG U.K.*
Pamela Miller *IDC*
Mikhail Popov *IDC Russia*
Shintaro Kusachi *IDC Japan*

2
Kriti Yadav *IDC Center for Consultancy & Research*
Cristina De Luca *Digital Network! Brasilieros*
Felipe Dreher *Digital Network! Brasilieros*
Luiz Mazetto *Digital Network! Brasilieros*
Carla Matsu *Digital Network! Brasilieros*
Erica Molon *Digital Network! Brasilieros*
Rob O'Regan *IDG Strategic Marketing Services*
Tereza Haiflerova *IDC CEMA*
Jana Outratova *IDC CEMA*
Shinya Kato *IDC Japan*
Viktor Sandberg *IDG Sweden*
Halyna Yavorska *IDG Germany*

1
Akash Balachandran *IDC Middle East, Africa & Turkey*
Ricky Lu *IDC China*
Silvia Xie *IDC China*
Anju Chaurasia *IDC India*
Sahaj Kumar *IDC India*
Helen Dubber *IDG Connect*
Carla Echevarria *U.S. Media*
Thomas Karlsson *IDC Sweden*
Sharon McNee *IDC U.K. and Ireland*
Barbara Call *IDG Strategic Marketing Services*
Waseq Ahsan *IDC Middle East, Africa & Turkey*
Teboho Leshage *IDC South Africa*
Driss Moumane *IDC North Africa*
Maurice Otte *IDG Netherlands*

U.S. IDG, IDC employees on both coasts get in the Halloween spirit

San Francisco

IDG TechNetwork's ***Rick Currier*** *and* ***Hondo Lewis.***

San Francisco

IDG Enterprise's ***Lauren Tollefsrud, Mark Holland*** *and* ***Adjani Nicholson.***

San Francisco

WAYNE'S WORLD

IDG Strategic Marketing Services ***Cristina Bradford*** *and* ***Meghan Parisi.***

Old Connecticut Path, Framingham

U.S. Media's ***Brooke Giroux*** *and Cullen.*

Old Connecticut Path, Framingham

BEWARE OF SNACKS
Happy Hallo
MWAHA HAHA

Old Connecticut Path, Framingham

U.S. Media's ***Chris Catatao*** *and Zoe.*

IDG, IDC employees get in the Halloween spirit

Old Connecticut Path, Framingham

IDG Human Resources Services Division's ***Sara Scogland*** *and daughter Ella.*

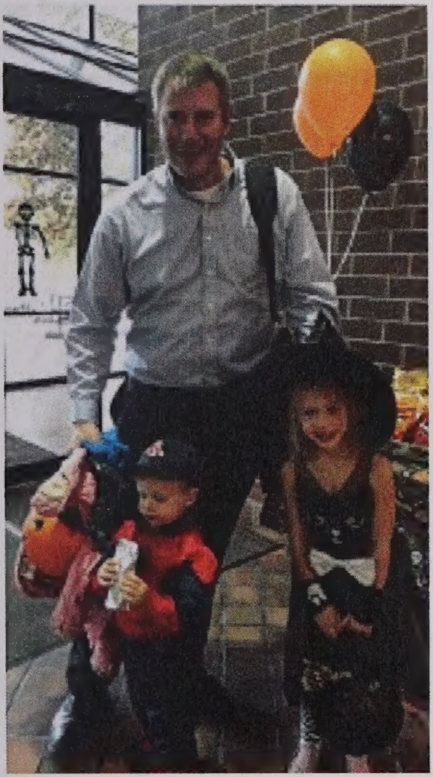
Old Connecticut Path, Framingham

IDG Communications' ***Tamrah Buhr*** *and* ***Lauren Kirchberger.***

IDC

IDC's ***Debbie Bernardi*** *and son Will.*

IDC



IDC's ***Alex Oman ,*** *son Jacob and daughter Nova..*

IDC

Brad Christiansen, Donna Berkman and Laurie Horn.

IDC

Amy Catalogna *and sons Ben and Sam.*

IDG World Update

EMPLOYEE NEWS AND INFORMATION

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ONE ON ONE - *page 3* | NEWS - *page 4-5* | NOTEWORTHY - *page 7* | IDC AWARDS - *page 8*

More than 500 IT security pros flock to two IDG Sweden events

THINK LIKE A HACKER
DEFEND LIKE A NINJA
NEXT GENERATION THREATS SECURITY EVENT
Tech

Next Generation Threats, a one-day conference held in Stockholm and Gothenburg, featured a speaker lineup of local IT experts as well as others from Finland, Israel, South Africa, South Korea and the U.S.

SEE MORE ON PAGE 4

Also inside

IDG's global brand relaunch earns marketing award

Swedish TV reaches out to IDG on Samsung story

One on one: IDG Netherlands' Maringo Vlijter

IDG Germany diversifies career area at gamescom

On the job: Programmatic Media Manager

ENDÜSTRI 4.0

IDC Turkey's new Industry 4.0 conference looks at manufacturing and competitiveness.

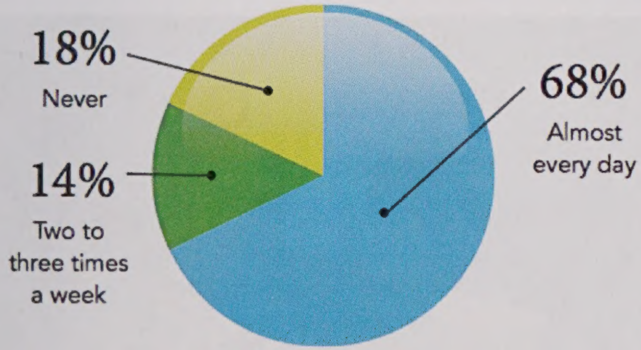
SEE MORE ON PAGE 5

IDC U.K. and Ireland celebrates a record-breaking sales year at awards dinner.

SEE MORE ON PAGE 8

Question of the week results

How often do you eat lunch at your desk?



Log on to www.idgcentral.com to vote on this week's question:

Would you buy Google's new Pixel phone?

Tech & Marketing News from IDG

IDG Corporate Marketing's "Tech & Marketing News from IDG" newsletter aggregates top stories from tech and marketing news sites, including IDG sources. Topics include media, marketing, mobile, social video, the tech industry and press mentions about IDG and IDC. To get on the mailing list, sign up here. Recent selections include:

IAB Tech Lab Releases Dynamic Content Ad Standard (MediaPost)

Marketers Look to Tech for More Sales, Leads (eMarketer)

'Siri, Are We Ready for Virtual Assistants?' (The Media Briefing)

Platform publishing presents challenges to publishers' mobile design (Digiday)

Google is building a new and improved search index strictly for mobile (The Next Web)

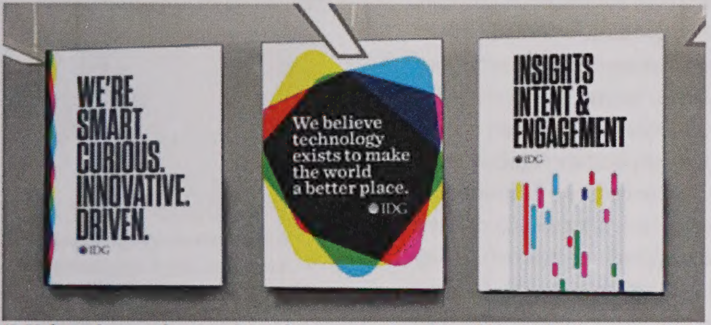
Stay up to date on all things IDG by following IDG's corporate social media accounts on Twitter, Facebook and LinkedIn. Get the word out on what's happening by sharing and retweeting.

IDG's global brand relaunch earns Summit Marketing Effectiveness Award

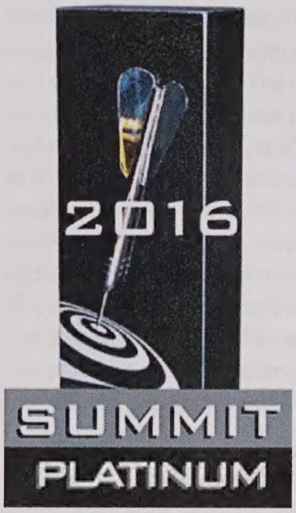
IDG won a Platinum 2016 Summit Marketing Effectiveness Award (MEA) for Brand Redesign/Relaunch for its global brand relaunch, which debuted in March. IDG's submission scored among the very best from 1,100 entries from countries around the world.

According to its website, the Summit Marketing Effectiveness Award recognizes companies for innovative and leading-edge creative work that uses strategy and results-based effectiveness to create solutions in today's marketplace. The Summit International Awards organization is dedicated to furthering excellence in the communications industry. It administers three distinguished award competitions throughout the year with the goal of "raising the awareness of companies and individuals who have the creative and marketing talent to go beyond the ordinary."

MEA judges evaluate each entry based on how well it influences, changes or reinforces the audiences' knowledge, attitudes or beliefs. Respected creative professionals with a depth of industry experience sit on the judging panel. The Awards employs stringent evaluation criteria and blind judging; company names are withheld.


WE'RE SMART. CURIOUS. INNOVATIVE. DRIVEN.
IDG
We believe technology exists to make the world a better place.
IDG
INSIGHTS INTENT & ENGAGEMENT
IDG

IDG's brand campaign speaks to the company's unique ability to bridge art and science. The "art" represents the company's editorial and marketing services capabilities, supported by the "science" of IDG's deep data expertise. The brand campaign imagery combines the colors used in color printing (CMYK) along with the colors used in digital display (RGB), reflecting the company's transition from a legacy print publisher to a modern media company deriving 90% of its revenues from digital services. As one of the first media companies covering technology exclusively, the campaign images include helixes and other visuals reminiscent of DNA sequencing, as a reference to the company's "technology DNA." It also reflects the people of IDG – the critical differentiator.



As outlined in its entry, IDG's brand relaunch aimed to help the company:

- Modernize and raise IDG's visibility.
- Showcase IDG's global reach and depth of offerings under the master brand.
- Define a simplified value proposition that unifies the company's offerings and message for internal and external audiences.
- Drive revenue from existing and new clients.
- Simplify, clarify and unify key messaging across global operations to create deeper awareness and understanding of the strategic goals and objectives of the business.
- Attract and retain employees.

"Winning a Summit Marketing Effectiveness Award is wonderful recognition of the successful work we've done to develop new branding that truly reflects IDG's strengths globally," said **Josh London**, IDG's chief marketing officer. "The new brand positioning highlights IDG's singular ability to meet the needs of marketers in reaching the most powerful audience of tech buyers in the world. We used the company's presence in 97 countries to identify and engage employee brand ambassadors around the world to create excitement and engagement and drove messaging from the inside out."

For more information contact Josh London. ■

Swedish TV networks reach out to IDG for context following Samsung's halt of Galaxy Note 7

***Mikael Lindkvist**, CCO & editor-in-chief for IDG Sweden's MacWorld, M3, PC for Alla and Studio (r), spoke with reporters on "Gomorron Sverige" (Good Morning Sweden) about Samsung's decision to halt production of its Galaxy Note 7 phone.*

When Samsung announced it would halt production of its Galaxy Note 7 phones following multiple incidents in which the devices caught fire, two national TV stations in Sweden turned to IDG for expert analysis. **Mikael Lindkvist**, CCO and editor-in-chief of the company's consumer brands, appeared last week on both TV4 and SVT. TV4 conducted a live phone interview on a noontime news program and later sent a film crew to the IDG office to interview Lindkvist for a spot that ran on its evening news show. The next morning, Lindkvist appeared live on "Gomorron Sverige" (Good Morning Sweden) where he spoke about the Notes 7 incidents specifically and the risks associated with using cheap charging devices and leaving phones charging unattended in general. "It was really fun and great band exposure. Great to see that our two biggest networks reached out to IDG for comments," Lindkvist said. ■

OneonOne

Maringo Vlijter

IDG Netherlands

The managing director of IDG Netherlands is this week's columnist. Reach him at mvlijter@idg.nl.

> "We need to make the transition from a media partner to a value-add business partner. Most of our partners become publishers (with their own content creation, lead nurture, events and social teams), and to find our role in this new ecosystem we must ensure we are a continuous source of real-time data, authentic and unique content, and digital and face-to-face engagement via our online and event platforms."

Q What are your top priorities for FY17?

A **Budget**: We want to continue the significant improvement in results in 2017. Where in 2016 cutting costs was responsible for most of the improvement in results, and growth contributed just a couple of percentage points on the revenue side, our objective is to grow more aggressively on the revenue side in 2017. In 2016 we restructured IDG Netherlands as a lean, "glocal," digital, B2B-focused organization, and in 2017 we are convinced we will accelerate revenue growth based on a solid and strong fundament that stands.

Strategy: Our top priority is to become the omnichannel tech platform in the Netherlands offering in-depth engagement with the Most Valuable Profiles (MVPs), consisting of IT decision makers and millennial audiences. Last year, the Dutch Advertising Age named us the best online and mobile partner for vendors. But to be successful as an in-depth vertical player it is crucial we have a full view of all the channels of our MVPs. Thus, we need to connect the dots of event, email, demand generation and our Family of Brands platform data while ensuring we continue to offer need-to-know tech information.

On the sales side we have had several transitions over the years (print to digital display, digital display to services), but the current transition I view as most exciting. We need to make the transition from a media partner to a value-added business partner. Most of our partners become publishers (with their own content creation, lead nurture, events and social teams), and to find our role in this new ecosystem we must ensure we are a continuous source of real-time data, authentic and unique content and digital and face-to-face engagement via our online and event platforms. In this way we create a continuous interdependence on each other in which our market knowledge, content expertise, reach and the credibility and authenticity of our brands are leveraged by our partners in their own marketing processes with clients and not only when our partner plans a media campaign.

Furthermore, we want to stay a fun and successful organization to work for to continue to attract the best-in-class professionals in the Netherlands. It is the people who make the difference.

Q I read about an event you are launching called CXO Summit 2017. Can you tell us about it?

A The CXO Summit is an event targeted toward the C-suite of the top 500 companies in the Netherlands. We are looking to attract a mix of 100 CIOs, CFOs, CEOs and CMOs from these companies, and we will look at the different elements that are needed for a continuous successful digital transformation. The theme of the first CXO Summit will be Engage. The theme will be looked at from three different perspectives. Engaging with clients, engaging with business partners and engaging with peers on the board. The setup of the event will be a mix of inspiring keynote speakers and round tables. This event is the first of its kind targeted to the C-suite in the Netherlands, and the market reaction is really positive. We will select just 10 partners for this event and, in most meetings we have had thus far, potential partners try to convince us why they should be selected as a partner sponsor. The largest challenge will be to ensure a program that is able to create coherency but also address the different perspectives of the board members.

The CXO Summit evolved naturally after we launched our CXO.nl brand three years ago because of the evolution of IT decision makers toward line of business, in which we have been growing our CXO traffic and CFO and CMO database in a very natural and organic way.

Q How does the CXO Summit fit in with your five-year-old CIO Summit that you do in conjunction with IDC?

A We have a very good cooperation with IDC, but after all these years we did experience a mismatch in format between visitors and partners. In all these years we did not get enough retention in partner and visitor audiences. The local CIO event market is very crowded, and therefore it is essential to create a high-quality and engaging event. So we went back to the drawing board with IDC to come up with a new format called the CIO Summit series (24 CIOs, four times a year) in which we will set up smaller format CIO Summits with a lot of interaction between partners and CIOs and with a specific theme. The first one will take place in February with the theme Security versus Brand. Most of this half-day event will be an exclusive brunch in which partners switch tables in during each course. This event is a true partnership with IDC, sharing costs and profits equally. In the CIO market in which there are several larger competitors we have a lot to gain by creating synergy with the IDC and IDG brand.

Q What trends are you seeing in the local market with regard to events, and how is IDG Netherlands responding?

continued on page 7

More than 500 Swedish IT security pros flock to TechWorld Sweden's NGT security events

More than 500 Swedish IT security experts took advantage of TechWorld Sweden's fifth annual Next Generation Threats (NGT) events last month to learn about the future of IT security and network with their peers.

Consisting of two day-long events in Stockholm (370 attendees) and Gothenburg (150 attendees), Next Generation Threats had speakers that included local IT experts, as well as ones from Finland, Israel, South Africa, South Korea and the U.S. Some of the speakers appeared at both events, "but there were some changes in the programs for each city," said IDG Sweden Marketing Manager **Viktor Sandberg**. "We tried to have the same speakers and agenda in both cities to keep costs down and simplify the marketing, but not everyone could participate both days."

THINK LIKE A HACKER
DEFEND LIKE A NINJA
EXT GENERATION THREATS SECURITY EVENT
Tech

Jabu Mtsweni, research group leader with the South Africa-based Council for Scientific and Industrial Research, took part in a panel discussion called "How Hackers Can Influence the Future of Protection."

IDG Sweden Event Project Manager **Emmy Jonsson**, said she was happy with the broad lineup of speakers, which "took the discussions to a new level," she said. "The panel discussions, which included topics such as 'How Can Hackers Influence the Future of Protection?,' 'Cross-border Collaboration as a Global Cybersecurity Community,' 'Who Is Responsible for a Secure Digital Society?' and 'Optimal Future Protection' yet again proved to be what makes this event unique. The closeness between speakers and the audience is exceptional and helps discussions flourish."

> "The closeness between speakers and the audience is exceptional and helps discussions flourish."
>
> *-- Emmy Jonson*

"We have managed to build a good platform for knowledge exchange on IT security over the past five years," Sandberg said. "Many attendees say the quality of NGT stands out in comparison with competing cyber security events in Sweden, which brings them back year after year."

The event was marketed largely through IDG Sweden's customer databases, social media and web channels with some external telemarketing. This was the second time IDG Sweden had held a second event in Gothenburg. "It's always hard to break the barrier in new cities," Sandberg said, "but it feels like we are on track to build something great there, too." IDG Sweden's Computer Sweden used to hold an IT security event called Security Day in Gothenburg, "but we decided last year to replace it with NGT in Gothenburg," Sandberg said. "We also hold our digital- and business-focused event Webbdagarna in Gothenburg."

The event was funded by both sponsor and delegate revenue and made more than US$245,000 in total revenue with a profit margin of 66%. Delegates paid up to $520, and sponsors included Darktrace, Coresec, Mnemonic, Gemalto, MobileIron, Evry, Fortinet, Datacenter, Combitech, Mimecast and SentinelOne. Sponsors could choose which city's event they wanted to appear at, with five opting to be in both cities.

The event received an overall rating from attendees of 4.4 in Stockholm and 4.3 in Gothenburg out of 5. "People said that this was the best Next Generation Threats ever," Jonsson noted.

IDG Sweden Event Director **Anna Nilsson** said IDG Sweden will hold the two NGT events with unique agendas in different seasons next year, with NGT in Stockholm in May and in Gothenburg in September. "We hope to increase both delegate and sponsorship revenues through a wider variety of topics and avoid the fierce competition that we experience during September," she said.

For more information contact Viktor Sandberg. ■

IDG Germany's career area at gamescom attracts diverse companies

Can visitors to one of the world's biggest gaming events put the fun aside for a few minutes to investigate a potential new job or career path? Yes they can, thanks to an initiative that IDG Germany has organized during the past few years at gamescom, the Cologne exhibition for the interactive entertainment and an international platform for business and new products from the computer and videogame industry.

The IDG Business Media Group in Munich took sole ownership of the jobs and career area within the exhibit hall this year after sharing responsibilities in 2015 with its former colleagues from IDG Entertainment Media GmbH, now known as Webedia after IDG Germany sold the division that year. Earlier, when IDG Entertainment Media had been running the career area on its own, the focus was exclusively on gaming companies that wanted to hire staff. Beginning last year, IDG Business Media brought its more than 15 years of experience managing a well-established career section at the annual CeBIT fair in Hannover and expanded the gamescom career area to include companies beyond the gaming industry.

This year the 11 exhibitors represented a variety of business sectors and companies from several countries, including Otto, the largest ecommerce website in Germany; ALDI, a global supermarket chain; Telekom; Hays, a Britain-based recruitment company; Bundesamt für Verfassungsschutz, Germany's domestic intelligence service; Paradox Interactive from Sweden; and the Games Academy, a German company that offers training programs on topics such as game design, digital art or game programming.

In addition to exhibit space, some of the companies also gave presentations at the speakers corner, one of the stages at gamescom.

The 11 exhibitors at gamescom's Jobs & Careers area represented a variety of business sectors and companies from several countries.

"Gamescom attracts many gamers who are also apprentices, college graduates, young professionals and IT professionals, and with companies in many industries suffering from a shortage of skilled IT workers, this is a great place for companies and applicants to find each other," said IDG Germany Project Manager/Events **Tanja Roedel**, who worked on the jobs and career area with Senior Account Manager **René Kriessan**. "Most of the visitors were surprised to see, for example, ALDI at gamescom. But at the same time they were very interested to hear what companies like ALDI are offering."

Roedel said an anonymous survey and individual feedback calls with exhibitors showed significant positive response.

For more information contact Tanja Roedel. ■

IDC Turkey's new event looks at competitiveness in manufacturing

IDC Turkey organized a new conference focused on the latest global trends in manufacturing, the industry's future in Turkey and how manufacturers are using smart technologies within their organizations.

Held Oct. 12 in Istanbul, Industry 4.0 drew 376 attendees, which included some 200 senior IT managers and more than a dozen members of the press. It was IDC's first event of its kind in the Middle East, Africa and Turkey region.

IDC sees what it calls the fourth industrial revolution as a technological evolution from embedded systems to cyber-physical systems that began in 2011. "This will especially affect the manufacturing and service sector in terms of business security, quality, productivity, easy manageability, economic growth and employment because of the flexibility of IT," said IDC Turkey Country Manager **Nevin Cizmeciogullari**, who along with Sales Manager **Onur Hamitoglu** developed the concept for the conference and arranged for sponsorships.

IDC
ENDÜSTRİ 4.0

Some of the members of IDC Turkey's conference team welcome guests. Left to right: ***Banu Sogut, Sule Saltık, Pınar Kartal*** *and* ***Meric Tahan.***

To highlight successful examples of technologies and solutions, IDC announced the winners of its first Industry Technology Awards in six project categories for 2016: enterprise transformation project, big data and analytics, customer experience, IoT, mobility in manufacturing and data infrastructure.

As part of the conference content, several of the main sponsors, including GE Digital — a first-time supporter for IDC in the region — KocSistem and Intel, presented their services and solutions for Industry 4.0; in all, more than a dozen companies supported the event.

Cizmeciogullari arranged for the participation of MIS professors from ITU Ari Teknokent and Bosphorus University — the first time IDC Turkey had invited private school academicians to be part of a conference program — who talked about how they are collaborating with startup companies on special projects.

For details write to Conference Specialist Sule Saltik. ■

Job Spotlight

On the job: Programmatic Media Manager

The past few years have seen huge changes in the media space. These changes have resulted in the creation of new jobs with unfamiliar-sounding titles and the retooling of old jobs to incorporate new skills and ways of doing business. IDG World Update's occasional Job Spotlight series is designed to provide insight into what our colleagues are up to.

Name
Olga Timoshenkova

Title
Programmatic media manager, IDG Communications

What a programmatic media manager does
I am responsible for the monetization of IDG's global owned and operated sites in the real-time ad exchanges in which thousands of different buyers bid on an impression at the same time. The highest bid wins an impression on an IDG site (in less than a second). My job is to find the balance between minimum price (keep it as high as possible) and unsold inventory (keep it as low as possible). It requires constant monitoring of market trends and price adjustments. I am like a broker or market analyst on an investment exchange. The real-time technology was first created to monetize unsold ad inventory but has become the main digital spending method for many advertisers because of its efficiency and transparency.

The services I provide and who my customers are
Advertisers, agencies, programmatic desks (or demand side platforms) and IDG's internal sales teams.

Key skills required for my job
The ability to learn and work in a fast-paced environment is key. Being able to educate others is also super-important in this role. Programmatic is a complex and rapidly growing advertising channel that salespeople want and need to grasp. A lot of IDG advertisers are shifting their budgets this way. I educate our sales teams on how programmatic works. I also help them prepare for meetings with their clients to talk about our capabilities and what we can offer them. I do internal trainings and weekly updates for the sales team to share pricing and product rollouts. You also need an analytical mindset and good prioritization skills to be able to navigate through the still-developing programmatic landscape.

A typical day
I analyze the price floors, real-time revenues and the advertisers that are accessing our exchange worldwide. I also support our sales team on programmatic conversations by creating unique packages of inventory, explaining how we can utilize user data collected on IDG sites in our programmatic offerings and covering the technical aspects of deals they set up with their clients. I often meet with third-party vendors and representatives of different programmatic platforms to analyze results, learn about new products and discover new opportunities.

I help with any technical troubleshooting and provide intelligence about the bidding landscape to maximize the win rate of IDG programmatic buyers. I also often have calls with my international colleagues to discuss global programmatic offerings in the private marketplace and exchange best practices.

ADAM PATRICK MURRAY

*Programmatic Media Manager **Olga Timoshenkova** joined IDG in 2014.*

Best part of my job
I'm always learning new things.

Most challenging part of my job
Navigating through the complicated ad-tech landscape. It's a rapidly growing and evolving channel with many moving pieces.

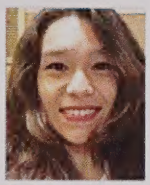
An effective new function I've brought to my job
Weekly meetings with other departments to give updates on what everyone is working on. It's very helpful to see the bigger picture and know where you can get information internally.

How I got involved in this career
I studied digital marketing during my master's program at the University of Rochester's Simon Business School. I still remember a lecture where my professor described the real-time bidding process. It was fascinating to me — how fast it happens and how much data is available. It's more than a job for me. I found a perfect place where I can combine my love for numbers and analytics and a passion for marketing.

What my colleagues would be surprised to learn about me
I am a big yoga fan; I do headstands almost every day.

noteworthypeople

New employees


Campanella

Domenica Campanella joins **IDC California** as a client service representative, coming from genetic fertility testing company Natera, Inc. where she was a customer care specialist. She holds a B.A. in music performance from Santa Clara (Calif.) University and enjoys reading, art, music therapy and volunteering. dcampanella@idc.com

Young

Also new at **IDC California** is Senior Client Service Representative **Ida Young**. Previously a team lead services representative with Thermo Fisher Scientific, she holds a B.S. in business management from San Francisco State University and enjoys walking and swimming. iyoung@idc.com

New at **IDC**'s End User sales team is Senior Account Executive **Kelly Hollamon**. Based in Texas, he was previously a senior strategic account executive with Sungard Availability Services. He earned a B.B.A. in marketing from the University of Texas and enjoys outdoor activities and time spent with his family. khollamon@idc.com

Previously a business development executive, **Valentina Garzon** joins **IDC Florida** as a business development representative. She earned a B.S. in economics from Universidad de Los Andes in Bogota, Colombia and a marketing strategy certificate from Cornell University in Ithaca, N.Y. In her free time she enjoys travel and social activities. vgarzon@idc.com

continued from page 3

One on One

A Most events and event organizers have a pretty tough time organizing events that are too much middle of the road. Also for our events we had to go back to the drawing board. We see that some of our competitors push these events so hard that they start to push the client aside.

Events organized by publishers that do well are either very large or they have a very specific subject or audience they want to target. IDG's strength as a vertical player in the Netherlands enables us to set up a specific event format. We do not want to become an event organization but a customer-focused organization in which we organize some large, very specific events and custom events as part of our overall portfolio.

Therefore our win will be to become a business partner with clients so we play a role when our partners decide to organize their own events. We create a custom journey around round tables in which we offer a fully targeted account-based experience and we target influencers. Thus, a round table journey is a five-month undertaking combining our digital and face-to-face platform capabilities. Also, our own events must offer need-to-know engagement, lots of experience and engagement with a very concrete audience or topic.

It is a fact that more partners want to organize their own events, and it is crucial that we play a role in this development as a business partner in which we develop those products and services that are needed by our clients.

Q Can you talk a bit about your Most Valuable Profile strategy?

A We want to respond to the needs of our tech audience via every channel they use to get information. Therefore, we need to become an omnichannel vertical player offering need-to-know tech information. When we really looked in depth at our audience and the most-wanted audiences by our commercial partners, we saw that most partners look for IT decision makers. This might be less than 15% of the visitors to our digital platform; this is also the sought-after audience for our event platforms. The better we know the IT decision makers in the local market, the more we can develop the relationship with this group. Having this group engaged is what is needed for long-term commercial success. Therefore, we are focusing on this audience to really give them a great user experience when they digitally engage with our brands or physically on our events platform (only premium advertisers and no networks).

Q In the past couple of years, IDG Netherlands has pared down from 70-plus employees to just 17 employees today. How have you managed this transformation?

A IDG Netherlands was in the past split into Consumer (35 full-time employees) and Business Media (24 full-time employees), and we also had separate Finance, IT and HR departments (14 full-time employees). We now have 17 people as a Business Media Netherlands. We have the brands CIO, Computerworld, CXO, CSO, Webwereld and ITQA. We currently have a team of the best-in-class senior professionals who are committed and responsible, with a team of freelancers if we need to scale. We are much more flexible, fast and focused than in the past to do what needs to be done. The first part of this transition was to become a lean organization (mobile only, everything in the cloud, different software, cheaper office) with a startup mentality to get stuff done, which also means doing the dishes if needed. We also gave the team more responsibility, trust and the tools to work any place, any time and anywhere. I think the most important thing is that everyone — whether in sales, editorial, marketing and so on — understands what our objectives are and that we are working as a team. We are a team in which transparency and cooperation are the standard, and in our office we have flexible workplaces so sales, marketing and finance are not separate entities.

Q Can you tell us about your demand gen business and how you are working with IDG Connect to drive gains in this area?

A We see that the market truly is demand-driven and that most partners look for return on investment in their marketing spend. As a result, we have grown significantly, and the cooperation with Connect in general is going well. If there are challenges they are addressed swiftly. We have mainly been selling marketing-qualified leads (MQLs) thus far in which telemarketing has been the main vehicle to deliver. The challenge with this is that the bulk sold to clients like Microsoft, HP, etc. is now more and more nurtured internally by those clients, and we need to ensure that our business model is not based on the one-time sales. We are learning from the success Connect is having with more sophisticated programs around research, account-based marketing and content creation, while both teams have conversations about creating this omnichannel data infrastructure. However, as stated, our vision is that omnichannel thinking is needed to serve our MVP audiences and clients, therefore the synergy and interdependence between IDG's product portfolio is crucial when we create programs for our clients. ■

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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IDC U.K. & Ireland sales team has record year

IDC U.K. & Ireland held its sales kickoff and awards dinner earlier this month, celebrating a record bookings year that saw the company reach 105% of plan and 14% year-on-year growth. Among the sales staff recognized were:

- Inside Sales Representative **Miles Dawson**, who finished the year with the top performance of 156% of plan.
- Event Partnership Manager **Charlotte Pearson**, who was recognized as Net Deals Champion of FY16, closing 85 contracts over the course of the year.
- Account Manager **Janice Worsfold**, who was recognized for the largest Net Deal win in FY16, closing an Integrated Marketing Campaign with FireEye for €320K (US$350K).

IDC U.K. & Ireland Managing Director **Dan Timberlake** also recognized outstanding business contributions from European line-of-business non-sales members of the team: Customer Service Manager **Vanessa Teal** (Telco Research), Senior Marketing Specialist **Sara Fernandez** (Insights), Marketing Director **Mat Heath** (Consulting) and Database Administrator **Jamie Hutchins** (IT Research).

The events team was also honored for a highly successful year both on their delivery of a series of excellent custom and scheduled events and for finishing at 101% of their profit plan.

"I, along with the whole team, would like to thank everybody that supported the sales team through FY16 to achieve such a positive result, and we look forward to another successful year in FY17," Timberlake said.

*IDC U.K. and Ireland Managing Director **Dan Timberlake** presents citations to Event Partnership Manager **Charlotte Pearson** and Inside Sales Representative **Miles Dawson**.*

*(L-R): IDC Chief Sales Officer **Brad Thorpe**, IDC U.K. Account Manager **Janice Worsfold** and Dan Timberlake.*

thanksto

The editors of IDG World Update would like to thank the following people who assisted with this issue:

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IDG World Update

EMPLOYEE NEWS AND INFORMATION

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CIO Summit series is growth engine for IDC and IDG Australia

CIOSUMMIT2016
Canon
CISCO
Dropbox Enterprise
BackOffice
PLANVIEW
silver peak
Rimini Street
CIO
IDC
CIO Summit

The nine-year-old CIO Summit series, held recently in Sydney, provides a foundation for other business activities such as the CIO Executive Council, research engagements and custom events.

SEE MORE ON PAGE 4

Also inside

IDG Sweden shares insight into how to grow traffic

One on one: IDG Enterprise VP/Marketing Sue Yanovitch talks content marketing, research

IDG Sweden hosts Code Night at external venue

View the 12 runner-up photos from the 2017 IDG Employee Calendar Contest.

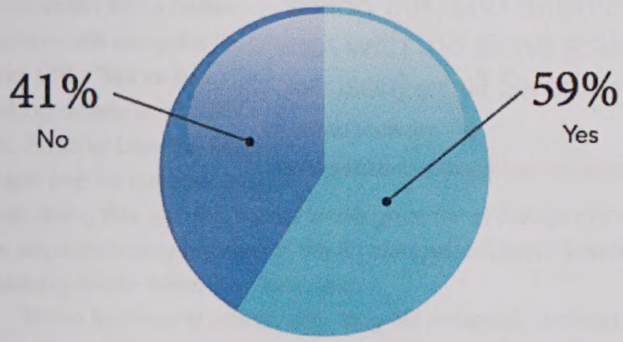
SEE MORE ON PAGE 7

Unsung hero: Digital Marketing Operations and International Sales Coordinator Érica Molon from Brazil.

SEE MORE ON PAGE 8

Question of the week results

Do you use a Fitbit or other type of activity tracker?



Log on to www.idgcentral.com to vote on this week's question:

How often do you each lunch at your desk?

CLICK HERE

CIO Perspectives goes to L.A.

CIO PERSPECTIVES

CIO Events Editor-in-chief Maryfran Johnson (left) led a panel at the CIO Perspectives conference in Los Angeles last week titled Fast-Moving Business vs. Slow-Moving IT: The CIO's Ultimate Leadership Challenge.

Stay up to date on all things IDG by following IDG's corporate social media accounts on Twitter, Facebook and LinkedIn. Get the word out on what's happening by sharing and retweeting.

Updated, republished articles drive traffic gains at IDG Sweden

Despite being down one person on its editorial team, IDG Sweden's CSMB group managed to grow traffic by 37% in August — a traditionally slow period from a user point of view — compared to the same time last year, thanks to a sharp focus on SEO and a little help from the company's tech team.

A great many of the articles published during the month were updated/republished articles — which generated lots of traffic at low cost and low effort — with the best traffic driver being the group's iPhone article (originally published a year ago), which generated 344,000 page views.

"One important aspect of SEO ranking is that recently published — or updated — articles rank higher than older ones," said **Mikael Lindkvist**, CCO & editor-in-chief, MacWorld, M3, PC for Alla and Studio. "And we know that publishing lots of articles on the same subject only results in competing with yourself, unless the articles are targeted at different keywords and search terms."

Armed with this knowledge, beginning last year, the CSMB team began implementing a new approach to long-tail articles.

"Once we know about an upcoming product launch, we create a new article — in most cases a news flash or a rumors article. Sometimes we do this one year ahead of the actual product release — we just published our 'Rumors about iPhone 8' article," Lindkvist explained. This article then becomes the iPhone 8 article that the team continues to work with.

"Every three to four weeks or so, we update the article with new content, and we lift it up on our sites with a new date stamp. As long as we have new content or updated information in the article, our readers are happy. And Google loves it!" he said.

Once the product is released the article is transformed into a review article — still using the same URL. "We've been looking closely at how [IDG U.K. Editorial Director] **Matt Eagan** and his team have been doing this, and this model works great for us though not with the same scalability because of the (in comparison) small Swedish-speaking reader base," Lindkvist said.

> "We've been looking closely at how [IDG U.K. Editorial Director] Matt Eagan and his team have been doing this, and this model works great for us though not with the same scalability because of the (in comparison) small Swedish-speaking reader base."
>
> *Mikael Lindkvist*

When it comes to articles with long-tail potential, Lindkvist said the company's tech team has developed a smart database-driven tool that helps keep track of which articles drive traffic, which articles are rising and declining in Google ranking and more. The tech team has also developed a custom weekly report for the editorial group that incorporates statistics from Google Analytics along with information from IDG Sweden's CMS. "Then we've defined a 'rule' that sorts out long-tail articles from other content using different parameters," Lindkvist explained. "Using this tool we can see what articles we should work with, what articles have the most potential to grow and when they were republished the last time."

*L-R: **Samuel Nyberg**, web editor; **Anders Wollner**, feature editor; **Mikael Lindkvist**, CCO and editor-in-chief; and **Martin Appel**, consumer editor. Missing from photo is News Editor **Billy Ekblom**.*

One big challenge Lindkvist identified early on was how to keep track of the hundreds of articles that generate traffic "while we sleep," without the need for staff to spend hours doing manual searches in Google Analytics. "This report has really helped us a lot in that regard."

"We have been quite successful in our SEO work this year," Lindkvist said, adding, "recently we outranked Apple, Microsoft and Nintendo on several important keywords. Our iPhone 7 article has generated more than two million page views, which is huge here in Sweden."

But it's not only about updating articles and republishing them, Lindkvist explained. "We use different tools like Google Keyword Planner, Google Trends, Keyword Tool and Moz Analytics to find out what people search for — and what they will be searching for next month. We then build articles around very specific search phrases." He noted that the next step will be to incorporate more video content in the articles, not primarily to generate video views but to improve Google rankings even further.

Building search traffic takes time, especially if you want to get into a new area, Lindkvist cautioned. "Two years ago we started testing electric bikes. At that time, the article did not rank high on Google, and it did not generate much traffic at all. Today this article

continued on page 6

OneonOne

Sue Yanovitch

IDG Enterprise

The VP of marketing for IDG Enterprise is this week's columnist. Reach her at syanovitch@idgenterprise.com.

> "Research is central to our overall marketing strategy, and one core benefit is that it feeds our content marketing. The goal is to make one project into multiple pieces of content that appeal to different decision-makers at different parts of the purchase process."

Q How has the IDGEnterprise.com relaunch been received?

A You can't talk about marketing strategy without including content marketing, and our website — www.idgenterprise.com — is central to our content marketing efforts. We redesigned it in January to structure it as a content site, in addition to using it to promote our brands and products. Since the relaunch we have seen a positive increase in all the metrics we track including traffic, downloads and requests for contact. Part of what helped make it successful was our ability to talk with customers during the design process. **Adam Dennison**, SVP/GM IDG Events and publisher, CIO, was generous with his network of high-level marketers who we tapped for feedback on how they think and talk about media solutions and IT decision-makers (ITDMs) and what they would want to find on the site, and we made changes to our initial designs based on that feedback.

With the right site structure in place, we were able to revitalize our content strategy. The most-visited part of our site is the resources section, which commands roughly 20% of the page views. This section includes our research, blogs and marketing tools (guides, infographics, etc.). Year-over-year we are seeing a 400% increase in content downloads due to a better site experience, increased traffic, more content and the ability to track activity better on our end. We have focused on increasing the frequency of new content using our internal marketing resources and also by building a stable of bloggers from within different parts of the company. The site gives internal IDG experts a platform to share their expertise, and build their personal brands. Our focus now is to create more mid-funnel content to connect site visitors more directly to the value of our solutions.

Organic search is the largest source of traffic to idgenterprise.com, so we continue to focus on keywords and SEO to ensure we have the right content to attract tech marketers. Behind that, the largest source of traffic is referral traffic, which overwhelming comes from our own brands' sites. On each brand's site, in the footer there is an "advertise" link that brings the visitor to the page on IDGenterprise.com promoting that brand's unique value. People come in through those sites because they know that content appeals to their target customer, they find out more about that brand and then navigate to product areas, and then hopefully fill out a contact request form.

Q How is the research IDG Enterprise conducts used?

A Our marketing research falls into two broad buckets — technology-focused, on topics like cloud or data and analytics, and buyers' journey-focused, which looks at things like technology roles and personas, information sources and content types ITDMs rely on, and marketing and sales alignment. Both types of research are conducted to educate tech marketers on the key challenges of their customers and help them market to them better. **Stacey Raap**, our marketing and research specialist, spearheads these efforts, working with our internal experts and IDG Research to develop questionnaires, program and field the studies, and then she and others on the marketing team analyze and package the results.

Research is central to our overall marketing strategy, and one core benefit is that it feeds our content marketing. The goal is to make one project into multiple pieces of content that appeal to different decision makers at different parts of the purchase process. In our case, one research study could result in at least five assets including a press release, sample slides, blog posts, white paper, infographic, etc. Our fabulous design team of **Stephanie Brockway** and **Joe Mola** is able to make even the most complex information into visually impactful and accessible content. One of the most popular examples of this is the Customer Journey Poster, now in its second edition, which is hanging on many of our customers' walls.

While we use the research extensively on our website, we never share it publically in its entirety. For people to see the full results they need to engage with us and have a salesperson present the results. First and foremost, the research is a high-level door opener for the sales team. With that said, we are always looking for ways to leverage the research further. We have monetized research-based assets by licensing them to customers for lead-gen programs or content on their sites — this is especially useful when content is needed on short notice since these assets are already created. We have also been able to use the research in paid speaking opportunities,

continued on page 6

Annual CIO Summit series in Australia serves as growth facilitator for IDG, IDC

The recent CIO Summit in Sydney was "a continuation of the successful, high-profile partnership between IDG Australia and IDC Australia/New Zealand," said **Barbara Simon**, IDG Enterprise Australia and New Zealand president and publisher. The nine-year-old Summit also has sister events in Melbourne and Perth, all of which serve as a growth facilitator for other business for IDG and IDC.

Simon said the objective of the Summit is "to bring together the CIO community and senior business decision makers to discuss and collaborate on technology-driven business transformation. It aims to provide thought leadership, best practices and actionable insights around the role of the CIO as a catalyst for business change." There were 250 attendees at the day-long event, mainly CIOs, their direct reports and senior technology and business executives.

*IDC Australia/New Zealand Managing Director **Ullrich Loeffler** said the CIO Summits provide a foundation for other business activities.*

According to Simon, the attendees are hand-chosen from IDG and IDC databases and represent a cross-section of industry with a slight emphasis on large and enterprise organizations. "As attendance is complimentary, we base our selection on job title and job function so that we invite only those who fit the qualification criteria," Simon said. "This is fairly standard practice across attendee acquisition for all our events to maintain our high standard." Simon sends a personal email invitation to each CIO or direct report with whom she has a business relationship. "This has direct impact on their attendance and the loyal following of the Summit series," she said. "I often get requests from CIOs to add them to my loyalty list to be kept abreast of these sort of information-sharing opportunities."

As the hosts and facilitators of the Summits, "IDG and IDC have managed to build a community around their business," said IDC Australia/New Zealand Managing Director **Ullrich Loeffler**. "While the Summits are profitable, they provide a foundation for other business activities such as the CIO Executive Council, research engagements and follow-on custom events."

CIOSUMMIT2016
Canon
CISCO
PLANVIEW
CIO
IDC
CIO Summit

*CIO Australia Online Editor **Byron Connolly** takes the podium in Sydney.*

The Summit partnership is based on a shared risk and reward model where both parties have an equal workload, Loeffler said. This includes sponsorship sales, content management, delegate recruitment and all aspects of the event logistics.

The agenda was developed in concert with the CIO Summit advisory board. "These senior CIOs, including CIOs from the Australian CIO Executive Council, provide advice and feedback on agenda topics, keynote speakers and relevant case studies," Simon said. "The Summit's aim is to provide thought leadership around the changing role of the CIO as a catalyst for business innovation rather than discussing technology projects."

The speakers were chosen collaboratively by the IDG and IDC teams. "Across the two teams we have an unmatched reach in the domestic and international markets, which gives us a unique opportunity to select a strong lineup of speakers each year," Loeffler said.

Feedback on this year's speaker lineup was very positive, he continued, especially for a presentation on Digital Futures by Michael Bromley, group digital strategy director, Creative Services and Edge Labs, IAG. "We've since invited him to speak at the Melbourne Summit in November," Ullrich said.

The event's afternoon was taken up with panel discussions on data governance and working with startups as well as concurrent round table insight discussions. "These

continued on page 5

IDG Sweden's Code Night draws big crowd at new venue

IDG Sweden recently held its sixth Code Night at an external location for the first time, which enabled the popular event to attract more than 180 developers and user-experience professionals.

Code Night is not only an educational and networking forum but a way for IDG Sweden to develop relationships with future readers of its enterprise media brands and jobseekers who may use the company's recruitment agency and website www.csjobb.se.

"Finding the right trendy venue with enough space for workshops had been a challenge, but it was a must since our revenue stream comes from partners, and we had outgrown our office," said IDG Sweden Event Director Anna Nilsson.

After several opening speakers addressed the whole crowd, three partner companies each conducted a workshop, all of which ran concurrently. Partners also staffed a small exhibit area.

The workshops were designed to be hands-on and full of practical advice; some actual coding did take place depending on the type of workshop. More women were in attendance than at previous Code Nights, possibly because the user experience theme was more appealing to them, Nilsson added.

In another first, the team that produces a popular local IT podcast aimed at developers, Kodsnack, did a live podcast on stage during the evening and contributed to the fun and vitality of the event.

IDG Sweden Reporter and Code Night moderator ***Sophia Nilsson*** *(second from left) and Event Director* ***Anna Nilsson*** *chat with the podcast team.*

Code Night is primarily marketed through email invitations and social media, but much of the delegate recruitment is done by word of mouth, Nilsson said.

IDG Sweden plans to have four Code Nights per year in Stockholm — and may add locations elsewhere in Sweden — and is considering doing a larger-scale, full-day event in 2017.

Write to Anna Nilsson. n

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continued from page 4

CIO Summit

were to provide attendees depth, interaction, variety and key takeaways across the agenda," Simon said. "The roundtables provided a more intimate and interactive forum where CIOs can have in-depth discussions with their industry peers and share insights and best practices around the main themes of the day."

Breaks during the day gave attendees the opportunity visit the Summit's exhibition area. The Sydney Summit attracted 22 sponsors that exhibited and demonstrated their capabilities. "The exhibition area is an opportunity for CIOs to see some of the disruptive technologies in action and build relationships with a broad portfolio of the supplier community," Loeffler said.

Lead sponsors included Cisco, Canon and Dropbox Enterprise. The Summit provides both branding and lead-generation opportunities for sponsors, according to Simon. "The branding starts months before the actual Summit through a comprehensive marketing campaign. Sponsors have different participation options, which can include speaking opportunities, hosting round table discussions or a presence in the exhibition area."

The Summit is marketed extensively across the CIO, Computerworld and IDC websites, direct emails, personal invitations and telemarketing. "Marketing is ongoing throughout the year, given this is an annual event," Simon said. "After nine years our Summits have become must-attend events, which our loyal CIOs mark off in their diaries to ensure they are available."

The Sydney and Melbourne Summits are the largest in the Australia CIO Summit series. "The agendas are customized for each event focusing on the holistic outlook on the role of the CIO and technology as a strategic differentiator," Loeffler said. "The Perth Summit, held earlier this year, is slightly more focused around the mining, resourcing and government industries due to their relevance in the Western Australia market."

The Sydney Summit was held at the newly renovated Four Points by Sheraton where "some prominent staging and a big video screen in the main plenary hall added the wow factor we were after," Simon said.

The Melbourne Summit will be held Nov. 16. The 10th-anniversary 2017 summit series will include a gala dinner.

For more information contact Barbara Simon or Ullrich Loeffler. n

noteworthypeople

Promotions

Moussavi-Amin

Wafa Moussavi-Amin, who has been country manager of IDC Germany and Switzerland for 11 years and in recent years took on the role of overseeing IDC Benelux, now takes on the role of country manager of **IDC Nordic** in addition to his existing responsibilities for Germany, Switzerland and Benelux, according to **Robert White**, chief operating officer, IDC Western Europe. wamin@idc.com

Schmidt

"I am also pleased to confirm two promotions within the IDC Nordic operation," White said. "**Jacob Schmidt**, who joined IDC Nordic as an account director in February 2015, is promoted to sales director and will be responsible for managing the Nordic Sales team.

Andersson

Jason Andersson, who joined IDC as program director, IDC Nordic and European Telecoms and Networking in 2012, is promoted to IDC Nordic research and consulting director and will be responsible for managing the Nordic Research and Consulting team." jschmidt@idc.com, jandersson@idc.com

New employees

Duvall

Previously a freelance videographer and editor, **Doug Duvall** joins **IDG.tv** as a director/editor, working with various IDG departments in Framingham, Mass., shooting and editing video for their outgoing projects. A graduate of Fitchburg (Mass.) State University with a B.A. in film production, he enjoys carpentry and spending time with his black Labrador. dduvall@idgcommunications.com

PETER SHORT
Collett

Vincenza Collett joins **IDC Framingham's** Emerging Vendor Program as a senior client relationship manager, coming from Earthlink Business where she was a premier relationship manager. She earned a B.S in education from Westfield (Mass.) State University and volunteers with the Last Hope K9 Rescue organization. vcollett@idc.com

Send information for Noteworthy to world_update@idg.com.

continued from page 2

Sweden SEO

is constantly on our top 10 list, and we dominate local search results. This is an article we've been updating once every two to three months," Lindkvist said.

Currently, Lindkvist said his team is doing the same thing with articles on electric vehicles, robotic lawn mowers, AI and many more areas. "Google rewards rich, updated content, and the earlier the article is first published, the better chance you have of ultimately outranking your competitors. This is one of many valuable learnings from our editorial colleagues in the U.K.," Lindkvist said.

For more information, contact Mikael Lindkvist. n

continued from page 3

One on one

which in addition to the revenue, extends awareness of the research and our brands. Beyond marketing and sales, we share the results with the editorial teams for site content and with the Insider team to gate behind the registration wall.

Q How are you utilizing social media?

A There are two ways social plays into our strategy. The first is social selling, where we have worked with the sales team's members to position themselves on social media channels with the skills that make them attractive for customers to do business with — consultative, customer focused, etc. — and provide materials for them to be active on social channels.

Marketing Director **Lynn Holmlund**, who heads up our PR efforts — in addition to many other things — supplies suggested tweets and posts to stakeholders throughout the company whenever we release new research, press releases and blogs. This helps us spread the word to our customers and provides relevant content for their social streams, without a lot of heavy lifting on their parts.

For our social media marketing, we aim for a mix — promoting our content and products, retweeting others and engaging in conversations. We started following our major customers about two years ago, and, as a result, many of them follow us back and retweet and respond to our posts — especially when we congratulate them on awards they have won!

Q What role is marketing technology playing in your efforts?

A The evolution of tactics and tools requires marketing teams to be very nimble. I am incredibly proud of this team because we have been able to evolve and re-engineer, skill sets and processes as the markets and our company have changed. An example of this is how we had been using research as a door opener for sales but left the onus on them to generate the interest through their outreach. Over the past year we have flipped that around to generate inbound interest with the adoption of the Hubspot platform and inbound marketing best practices. These efforts are led by Marketing Manager **Alexis Hines**, who has become our in-house Hubspot expert.

Since January we have delivered more than 500 qualified leads to the IDGE sales team and funneled more than 350 international contacts, who have download information or requested contact to the IGS team. By integrating Salesforce.com and Hubspot we are getting closer to being able to track the value of net new contacts and companies through closed deals and report back on the ROI of our marketing efforts. There is a lot that goes into a conversation once marketing introduces a new contact to sales, but the ability to associate marketing efforts with revenue is always a goal to help support the investment. n

Recent selections from the Tech & Marketing News newsletter

IDG Corporate Marketing's "Tech & Marketing News from IDG" newsletter aggregates top stories from tech and marketing news sites, including IDG sources. Topics include media, marketing, mobile, social video, the tech industry and press mentions about IDG and IDC. To get on the mailing list, sign up here. Recent selections include:

Note 7's Death Leaves Samsung's Brand at Risk (Bloomberg)

'Ad tech companies need to do more': One ad tech executive on tech and creativity (Digiday)

Why the Creative Digital Consultancy Is the Ad Agency of the Future (Adweek)

Wi-Fi vs. LTE could be the start of a mobile rollercoaster (Computerworld)

What investors and strategic buyers look for in adtech and martech (The Drum)

Untangling the AdBlock Plus whitelist (Digiday)

Why native advertising is essential for publishers and brands (Mumbrella)

Facebook has repeatedly trended fake news since firing its human editors (The Washington Post)

Content marketing is up 300%, but only 5% of it matters (VentureBeat)

Programmatic native is here, and premium publishers are wary (Digiday)

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

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Duane Hampson *U.S. Media*

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Lina Roman *IDC U.K.*
Luciano Ramos *IDC Brazil*
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David Yin *IT World Canada*
Steven Hu *IDC China*
Seema Manjunath *IDC CCR India*

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Deborah Devine *IDC*
George Eulo Jr. *IDC*
Jona Su *IDC China*

Congratulations to the 12 runners up in 2017 calendar contest

These are the 12 runner-up photographs in the 2017 IDG Employee Photo Calendar Contest. Congratulations to all — it was a close contest!

***Christopher Kay**, IDG*
Mating Promenade

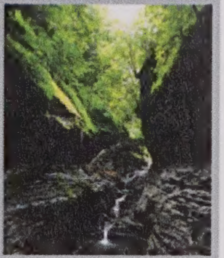
***Andrea Siviero**, IDC*
Alice in Wonderland

***Gina Galvagni**, U.S. Media*
Redwood National Forest

***Damian Godos**, IDC Poland*
Rough Holy Mariga

***Karen Blythe**,*
IDG Global Solutions,
Olden Stone Towner Rocks

***Michael Latchford**, IDG Enterprise, Boston Back Bay*



***Lauren Kirchberger**, IDG Communications, A Stroll through Watkins Glen*

***Joe Mola**, IDG Enterprise*
Old Blue

Matthew Mikaelian
IDG Global Solutions
Lonely Wave

***Jyoti Lalchandani**, IDC MEA & Turkey, Celebration of Multicultural Dubai*

***Valerie D'Aquila**, U.S. Media*
Sunrise over Mirror Lake

***Nadia Cameron**, IDG Australia, Taking a Call*

unsunghero

Érica Molon

Digital Marketing Operations and International Sales Coordinator

Digital Network! Brasileiros

Digital Network! Brasileiros Executive Director and Publisher Silvia Bassi named Digital Marketing Operations and International Sales Coordinator Érica Molon her team's Unsung Hero. " Erica makes sure we deliver everything we sell, from ad impressions to leads and webinars. She is one of the most efficient people I know and a kind and sweet young woman who handles a high-responsibility job with outstanding dedication and perfect results."

Home
São Paulo, Brazil

Primary job responsibilities
I implement, manage and deliver all digital commercial projects: display media campaigns, demand-generation programs, custom blogs and branded-content projects. I am also responsible for implementing new strategies to bring better results during each campaign, monitoring metrics and deliveries, bringing good value and insights to projects and ensuring a good support with customers and agencies. I'm also the business liaison for IDG Global Solutions in Brazil.

Three things I do in a day's work

- Analyze each campaign to measure results and plan new actions when applicable.
- Work with agencies and clients to present reports and other important information on current projects. Interface with our internal team to implement projects and organize the work of each collaborator.
- Manage and implement the distribution and all deliverables of each digital campaign.

What I love most about my job
Discovering and implementing different strategies in a project and seeing them bring true value for both our customers and our readers.

Latest accomplishment
I had the opportunity to implement a new demand-generation program: BANT (Budget, Authority, Needs, Timeline) lead campaigns. We had good results in the first five months of implementation, generating 100 BANT leads from different campaigns.

*Digital Marketing Operations and International Sales Coordinator **Érica Molon** joined Digital Network! Brasileiros in 2014.*

Career highlight
I consider my career to still be in its early stages, and I believe I have a lot to learn. But in my five years working in different companies, I've had the opportunity to deliver value to digital marketing operations, aligned marketing strategies with sales strategies, created strategic partnerships for companies and was able to make a lot of friends.

What I'm doing to be a better employee
I always value all kinds of learning opportunities at work. I always pay attention to all the tips and recommendations given by my coworkers and managers. I believe that all this adds to the type of professional I've become. I know I have a lot to learn: digital marketing requires constant work and education. So to become a better employee, I try to always understand what I can improve daily, ask for constructive criticism about my work and read about digital trends and innovations.

Interests outside the office
I really love dogs (I have two incredible ones), music, love to cook and try new recipes.

What others can't tell just by looking at me
I know how to make (good!) beer.

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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thanksto

The editors of IDG World Update would like to thank the following people who assisted with this issue:

Siliva Bassi Digital Network!Brasileiros
Mikael Lindqvist IDG Sweden
Ullrich Loeffler IDC Australia
Érica Molon Digital Network!Brasileiros
Barbara Simon IDG Australia
Sue Yanovitch *IDG Enterprise*

Do you know a person whose quiet contributions help ensure the success of the whole group? Nominate an Unsung hero: IDG World Update.

IDGWorldUpdate

EMPLOYEE NEWS AND INFORMATION

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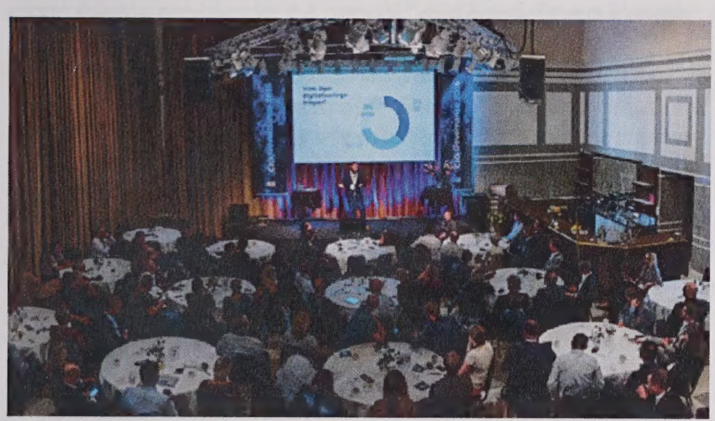


IDG Sweden's CIO Governance event relies on proven formula

The target audience of CIOs and IT directors, managers and architects spent the day learning and networking at an event known for its straightforward format and high-caliber speakers.

SEE MORE ON PAGE 2

Also inside

IDG Germany holds 12th System House Congress

One on one: IDC U.K. Senior Marketing Specialist Sara Fernandez outlines top Twitter tips

IDC's Smart Cities has dual role in federal initiatives

On the job: Event Content Specialist

IDG New York City staff pitches in to clean up a section of Central Park.

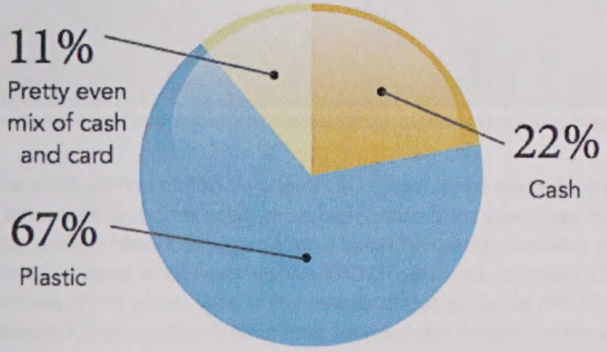
SEE MORE ON PAGE 7

And the winners are... The votes are in. Get a preview of your top picks for the 2017 IDG Calendar.

SEE MORE ON PAGE 8

Question of the week results

What's your go-to method of payment?



Log on to www.idgcentral.com to vote on this week's question:

Do you use a Fitbit or other type of activity tracker?

CLICK HERE

Talk IDG with Mike and Laurie

.tv
Michael Friedenberg
CEO, IDG Communications Worldwide
idg.com
@IDGWorld

IDG CEO Michael Friedenberg talks with VP/Global Training & Development Laurie Butson about the status of IDG's pursuit of strategic options and offers a reality check on several questions that have arisen; fiscal year performance in the U.S. and internationally; new products in the Strategic Marketing Services and Account-Based Marketing portfolios; IDG's strong editorial coverage; and themes to focus on in FY17. Click here to watch the video.

System House Congress is must-attend event for German channel

IDG Germany's 12th annual System House Congress, now well-established as a leading platform for the exchange of strategies for the channel, according to Publisher and Chief Revenue Officer **Michael Beilfuss**, drew 190 attendees representing system integrators, independent software vendors, service providers and consultants to Düsseldorf Sept. 25-26.

"Our 20 sponsors had the opportunity to secure extensive contacts to marketing partners, promote cooperation and position themselves as strong solution providers for the channel," said Events Project Manager **Agnes Fröschl**.

Five different partner packages were available, and, as the Diamond Sponsor, Starface delivered a 20-minute keynote, a 15-minute slot in a best-practice session and a one-minute introduction at the plenary session. The company also received four tickets for the event, pre- and post-event editorial reports in ChannelPartner and channelpartner.de, a video-interview with a ChannelPartner editor, and, like all the sponsors, exhibition space.

The conference content included several keynote speakers who talked about trends in digital transformation and a lively presentation from German astronaut Prof. Ulrich Walter about the physics of *Star Trek*.

Workshops and best-practice sessions covered printing and archiving, security, big data analytics and industrial IT, cloud computing, mobile enterprise, smart homes and e-commerce and procurement.

ChannelPartner and Computerwoche teamed up to present the award for Best System House of 2016, which went to three companies in three different revenue classes. The award is based on the results of a poll conducted by IDG Business Research Services that asks German companies how satisfied they are with the services provided by their system integrator. Awards were also presented in the Rising Star and Newcomer categories.

IDG Germany's Director of Content/Events ***Regina Boeckle*** *and ChannelPartner Editor-in-Chief* ***Ronald Wiltscheck*** *(right) present the award in the revenue class of 50M to 250M Euros to a representative from IT-Haus.*

For more information write to Agnes Fröschl. ■

IDG Sweden's popular CIO Governance event relies on proven formula

Attendees are seated at round tables to encourage conversation during breaks.

The ninth edition of IDG Sweden's CIO Governance event took place last month and once again drew high praise from attendees. Held at Stockholm's historic Bryggarsalen, a late-19th-century brewery now updated to serve as an event venue, CIO Governance attracted 120 attendees, 95 of whom were in the event's target audience of CIOs and IT directors, managers and architects, for a full day of information sharing and networking with their peers.

"CIO Governance is one of our most popular events," noted **Caroline Askheim**, event manager for CIO Sweden and Computer Sweden events. "Our target group really appreciates the simple, straightforward event format and the high-caliber speakers we feature."

Organized around the theme of "Digital Leadership — the Next Step," CIO Governance featured several CIOs on its main stage including Mat Hultin, CIO, Saab; Jonas Hansson, CIO, Axis; and Kari Finnskog, CIO, Västtrafik; who shared case studies from their professional lives. Other speakers included Danish serial entrepreneur and thought leader Tine Thygesen who talked about corporate entrepreneurship, motivation and digitization; Emma Stenström, associate professor at the Stockholm School of Economics, who spoke about creativity and innovation; and IDC Nordic Analyst **Johan Hallberg**, whose presentation "Leading in 3D – The Art of Creating a Culture of Constant Change," focused on the role CIOs can play in establishing their companies' digital visions.

Attendees paid a registration fee of approximately US$230, and the event was also supported by six sponsors. Each sponsor had a booth in an exhibition area where attendees had their coffee breaks. One keynote partner was given a 25-minute speaking opportunity on the main stage, and two "breakout partners" each had speakers on stage during the afternoon breakout session.

Attendees had strong positive ratings for the event, giving it an overall score of 4.22 out of a possible 5, "which is a great score," Askheim noted. In response to the question: What are your most valuable takeaways from the event, attendee shared:

- Several super great speakers.
- The inspiration and the importance of working with innovation.
- Gave me new energy.
- Kill the processes that do not provide benefits.
- A group becomes creative through its differences.
- Creativity, dynamism and organized chaos can create wonders.

"It was an all-around great day, and our events team had a fantastic day together with many of our repeat event attendees," Askheim said.

For more information, contact Caroline Askheim. ■

OneonOne

Sara Fernandez

IDC U.K.

The senior marketing specialist for IDC U.K. and Ireland is this week's columnist. Reach her at sfernandez@idc.com.

> "Thanks to social media, IDC's thought leadership can be shared around the globe, but analysts also have a powerful tool to promote their personal brand."

Q Why have you gotten involved in social media training?

A As you know, the past few years have seen huge increases in social media platforms, their usage and development. Anyone can set up an account, but only a few know how to manage and get the best out of it. We at IDC U.K. have put a lot of effort into social media training during the past two years, because we truly believe in the power of online advocacy.

I have run several classes for both beginners and advanced users every six months. We also organized a training day with an external agency on social selling that was designed for salespeople to use social media in order to interact directly with their prospects, so the involvement is huge. To be present on Twitter and LinkedIn is not only beneficial for analysts but also for sales to start a conversation and engage with clients, as well as staying in the loop of trending topics. Thanks to social media, IDC's thought leadership can be shared around the globe, but analysts also have a powerful tool to promote their personal brand.

People were skeptical at first, but bit by bit they're getting into it. Since we started introducing our "social media revolution," I would say 40% of our analysts and salespeople here in the U.K. are actively using their social accounts to help promote the brand and share content.

Q Why is social media important?

A **It's the fastest way to spread the word** about a new product, service or news item. A tweet can go viral in minutes and spread a global message faster than TV or other traditional media.

It's a trend. Millions of people spend a good amount of their time on social media networks so if you need them you know where to find them.

It's the new marketing. Back in the old days, marketers realized many people spent time in their cars so they turned to billboards on the roadside. Today people are spending time on social media so to market your products/services you have to start thinking this way too.

It's the new influencer. More and more studies indicate that more companies are stating that they have found customers by using it.

Q Why should analysts be on Twitter?

A Influence. Opinion shapers and high-profile thought leaders use Twitter. IDC analysts need to be part of these conversations. Also, it's a powerful engagement tool.

Visibility. An essential PR extension. Twitter is where influencers hang out and follow people with relevant things to say. Your presence helps search engines find IDC.

Information. Others with similar interests will post things you missed. Use it to be up-to-date on industry trends and breaking news.

Stepping stone. Builds an audience and a familiarity with social media and how "the conversation" works.

Expected, as part of brand reputation. It may become extinct, but it is the current big thing. It's free and easy to use, so we must be there.

Track competitors. Following other market research firms provides a window into what they are emphasizing, and you learn more about their followers, conversations, get ideas, etc.

Q What should you tweet?

A **Images**. As they say, a picture is worth 1,000 words. It is known that tweets with pictures included are about 300% more likely to be shared than those with just text.

Links. I would say 99% of the time you should be tweeting links to support whatever you're saying. This is extremely important for driving traffic to our website and promoting events, research etc. It's a powerful call to action.

Interesting observations. Not just about your research/product but about your practice area or macro influences on your area.

A question. Even if you know the answer, it starts discussions and gets people paying attention.

A new statistic. This may or may not be linked to your research. If it is not, you might cite an IDC number to complement or disprove it.

Update on new research/product/service. Of course, include a stat, but don't overdo it (i.e., do not tweet about every single thing you do).

Travel plans/meetings. Professional trips to events or to clients you know follow you.

Comments on breaking news. The media increasingly use Twitter comments to fill in next-day coverage.

continued on page 7

IDC's growing Smart Cities practice has dual role in new federally funded initiatives

IDC has been a leading player in research on the development of smart cities, and last month the company gained some extra visibility in Washington, D.C.

A year ago, the White House launched the Smart Cities Initiative to make it easier for cities, federal agencies, universities and the private sector to work together to research, develop, deploy and test new technologies that can help make cities more inhabitable, cleaner and more equitable (i.e., reduce the economic gap between groups of people). Last month the Smart Cities Council — an industry coalition formed to accelerate the move to smart, sustainable cities, of which IDC is an associate member — kicked off its Smart Cities Week conference with the White House announcement of more than $80 million in new federal investments.

Listing some of the many projects in a press release, the White House cited IDC by name as a participant in the Smart Cities Council challenge grant and mentioned its role in the creation of Smart City IoT guidelines with the city of New York. IDC also conducted a workshop related to the guidelines in Washington as a pre-conference workshop.

IDC's Global Director, Smart Cities Strategies **Ruthbea Clarke** launched the practice in 2012 as an outgrowth of IDC's focus on the 3rd Platform, looking at how social, mobile, cloud and big data come together to bring new services to tech buyers. IDC was the first market research firm to focus on smart cities, she said, and the launch started with defining the market, as it was new, and mainly vendors — and very few cities — were talking about it. "Now we've seen tremendous growth," she noted.

"Smart Cities is all about tech and data-driven transformation, and we are really focused on tying the use of tech and data to special outcomes, whether they're political, social, economic or environmental outcomes," Clarke said. "For example, cities want carbon emission reduction, and that translates into putting up environment sensors to track air quality, pushing people to use more sustainable transportation around the city and taking other steps to reduce energy. We have looked at how tech enables this, and it's opened up new markets for us."

Since cities around the world have many of the same challenges, and they compete with one another in many aspects such as attracting economic development, IDC's Smart Cities practice is global. Clarke works with counterparts at IDC Government Insights to keep the practice's branding and messaging consistent as they focus on their own regions and countries. The practice has grown over the years; Research Director **Alison Brooks** is now on board to build out the public safety side of the business, and with more research being done on transportation, a dedicated analyst will be hired for that segment soon.

Recently, the Mayor's Office of IT and Innovation in New York City hired IDC to help it develop smart city guidelines to help departments reduce their risk with new technology deployments; the White House press release mentioned the substance of that agreement without naming IDC. Clarke said word has spread about the project in recent months, and 21 cities signed on to the high-level principles of the guidelines as announced in the press release. Clarke and IDC Government Insights Senior Contract Manager **Rick Eulo** ran a workshop in Washington last week for some 60 city officials and vendors who wanted to learn more. They'll be running a similar workshop Nov. 14 at the Worldwide Smart Cities conference in Barcelona, Spain, where IDC will have a booth.

RICK EULO

IDC's Global Director, Smart Cities Strategies ***Ruthbea Clarke*** *and Jeff Merritt, director of innovation, New York City, Mayor's Office of Tech and Innovation, spoke at a workshop last month in Washington, D.C.*

IDC's other mention by the White House was related to the Smart Cities Council's plan to award challenge grants to help five American cities apply smart technologies to improve urban livability, workability and sustainability. For each of the five winning cities, the Council will deliver a variety of content. IDC's role will be to assess each city's progress through its comprehensive Smart City MaturityScape Benchmark.

For more details, contact Ruthbea Clarke. ■

Job Spotlight

On the job: Event Content Specialist

The past few years have seen huge changes in the media space. These changes have resulted in the creation of new jobs with unfamiliar-sounding titles and the retooling of old jobs to incorporate new skills and ways of doing business. IDG World Update's occasional Job Spotlight series is designed to provide insight into what our colleagues are up to.

Name Mollie Moran

What an event content specialist does

I am the logistical lead for speakers before and during a variety of IDG Enterprise events, chiefly the IT Roadmap event series, the AGENDA Conference and the CIO 100 Symposium. I work directly with speakers, their teams and the AV staff at our events to ensure the speakers are ready for their presentations. This includes familiarizing the speaker with the event, IDG and its brands; updating the event agenda; gathering materials for the event; and ultimately ensuring the speaker shows up onsite for their rehearsal and presentation. I also work as an awards lead on several IDG awards, including the Digital Edge 25 awards and the CIO 100 awards. An awards lead manages the nomination site by working with the awards chair to finalize the nomination form, setting up the nomination site and notification emails and maintaining the timeline for the whole awards process. I am also the logistical lead and point of contact for judges and provide them with their instructions and deadlines. Once the judging period is complete, I tally the judges' scores, work with the awards chairs to finalize winners, notify the award winners (and, unfortunately, the non-winners) and copyedit the final list of winning companies for our press releases. Leading up to and at the award ceremonies, I work with my team to order the awards, ensure they are all correctly engraved and presented to all award winners onsite at the event during the awards ceremony.

The services I provide and who my customers are

My primary "customer" is the speaker, and I provide all of the logistical information regarding their session at the event. I also work with nominees, judges and award winners, providing them information about the award program and the event in which they will be recognized.

Key skills required for my job

Organization, collaboration and staying on top of the latest trends in business are essential.

Best part of my job

My team keeps me motivated to do my best work at all times. We all work very closely together and expect the best from each other. We also are very collaborative and willing to help each other.

Most challenging part of my job

Last-minute onsite changes, like a new presentation or not being able to track down a speaker for their rehearsal or presentation time.

Event Content Specialist ***Mollie Moran*** *joined IDG Enterprise in 2013 as a registration coordinator.*

An effective new function I've brought to my job

When I started this role in September 2015, I worked to implement new speaker documents, including a sign-off agreement and contact information. This streamlined the process of ensuring we have all of their information and permissions.

How I got involved in this career

I started at IDG after graduating from college as a registration coordinator on the events team. As I worked with the group, I became interested in the content specialist role. Working on the content side of the event is very rewarding, as I get to work with so many different people outside of my events group and IDG.

A recent work accomplishment

Last month was the CIO100 event, which not only drew more award nominations than in several previous years but also had more award winners onsite than other years (87 versus the usual 70 to 75, along with the Hall of Fame awards). Despite the big spike in numbers, the ceremony went without a hitch.

What my colleagues would be surprised to learn about me

Despite my being a millennial — the iPhone 7 takes *literally* the best selfies — I am really a grumpy old man at heart, or, as my team says, I have an "old soul." Name a band better than The Beatles, and regardless of who you name, you're wrong. Paul McCartney was great at Fenway Park this summer, by the way. And no matter what mood I am in, '80s music will always make me feel better. ■

noteworthypeople

Promotions

Bottone

ADAM PATRICK MURRAY

IDG.tv Video Production Coordinator **Leah Bottone** has been promoted to associate producer. "Leah has been the central pivot for our team pretty much since our inception and has gone on to produce great work herself," said VP, Video Programming **Kyle Kramer**. "We partnered with the Mondo NYC Technology & Music Festival in New York City this fall and produced two original series for the event: What's Your Stack?, produced and directed by Leah, in which musicians show us the full technology stack they use to create their sounds; and Born in Silicon Alley, produced by Leah, where startup founders talk about their companies and the entrepreneurial culture in New York City. Leah and Macworld Staff Writer Caitlin McGarry have teamed up to create some really fantastic and stunning videos in and around New York." lbottone@idgcommunications.com

New employees

Cáceres

New at **IDC Peru** is Senior Analyst, Servers and Storage, Peru and Emerging Markets **José Daniel Cáceres**. He previously worked at Lenovo as a process and communications coordinator. He earned a B.S. in business engineering from the Universidad del Pacífico in Lima, Peru, and enjoys film criticism, tennis and following Peru's Universitario de Deportes soccer team as well as Chelsea in the English Premier League. dcaceres@idc.com

Quinn

Erin Quinn joins IDG Communications Human Resources as a compensation administrator. Previously an executive recruiter with CyberCoders, she earned a B.S. in geography and urban studies from Temple University in Philadelphia and an M.S. in urban spatial analysis from the University of Pennsylvania. Away from her desk she enjoys the beach, staying active and volunteers by helping an older adult train and care for his dog. erin_quinn@idg.com

Transfers

Melker

Per Melker moves to **IDC Framingham** as VP, worldwide sales and business development, Security Products and Innovation Accelerators. He was previously managing director of IDC Nordic where he oversaw "all research and sales activities across Sweden, Denmark, Norway, and Finland and speaking at key industry events as a thought leader," said IDC Chief Sales Officer **Brad Thorpe**. "Prior to his role with IDC Nordic, Per worked for IDG in Framingham running sales for CSO magazine. I have been working with our management team on Per's planned successful return to the U.S. to assist IDC in reaching new customers in new areas key to our success and growth, specifically growing our security and global Innovation Accelerator businesses. This is a new role for us, leveraging someone who has a proven ability reach senior business leaders and drive new opportunities to increase business development beyond our current client accounts or individuals within those accounts in key high growth areas for us that we need to reach quickly and effectively." **Wafa Moussavi-Amin**, IDC group vice president and managing director, Germany and Switzerland, takes over as country manager of IDC Nordic. pmelker@idc.com

Send information for the Noteworthy page to world_update@idg.com.

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

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Lloyd Cohen *IDC*

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Frank Gens *IDC*

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Andrew Ware *IDC*

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Gerda Tausch *IDG Germany*

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Raymond Boggs *IDC*
Stephanie Brockway *U.S. Media*

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Mitchell Rose *IDC*
Esther Ng *IDC Hong Kong*

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Kevin Dunne *IDC*
Regena Marie Adams *IDC*
Mark Anderson *U.S. Media*

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Nancy Wyatt *IDC*
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Kimberly Knickle-Tierney *IDC*
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Valerie Potter *U.S. Media*
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Nuria Hinojal *IDC Spain*
Joe Altria *IDG Global Solutions*
Angelica Beare *IDC Philippines*

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Stephanie Crossland *U.S. Media*
Esther Hurtado *IDC Spain*

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John Sundström *IDG Sweden*

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Shay Malagisi *U.S. Media*
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Luciano Crippa *IDC*
Cathy Leonard *IDC*
Sabine Henschel *IDC Germany*
Carolin Beck *IDG Germany*
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Martin Unger *IDG Germany*
Nick Oleskiw *IDG U.K.*
Binu Devasahayam *IDC CCR*
Rebecca Cohen *IDG Australia*

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David Laing *IDC*
Marc Strohlein *IDC*
Fabio Martinelli *IDC Brazil*
Jeronimo Piña *IDC Mexico*
Naoko Iwamoto *IDC Japan*
Quan Xiong Ng *IDC Malaysia*
Daniel Sun *IDC China*
Farzana Anwarali *IDC Singapore*
Jane Doherty *IDG Australia*

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Viranart Chandarasanti *IDC*
Adam Wright *IDC*
Morry Bowling *U.S. Media*
Mark Holland *U.S. Media*
Deanna Moore *U.S. Media*
Buddhadeb Paul *U.S. Media*
Alayne Brady *U.S. Media*
AJ Lagomarsino *U.S. Media*
Jorge Gomez *IDC Mexico*
Yogesh Shivhare *IDC India*
Ran Cao *IDC India*
Weeradej Panichwisai *IDC CCR*
Denis Maslennikov *IDC Russia/CIS*

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continued from page 3

One on one

Live from an event. As an event unfolds, folks look for discussions and real-time comments, as it can generate an interesting dialog.

Q What are some Twitter best practices?

A Create an engaging profile. Fill in some details about yourself. This helps give you credibility when talking to the community.

Use industry terms and buzzwords. #hashtags are the most typical and effective way of finding interesting topics and engaging on Twitter.

Post regularly and make it interesting. There's always something going on in the social media world. Put a weekly reminder in your calendar if you have to. Don't go away for weeks.

Look for conversations. Use Twitter search to find the hot topics — follow to get followed and to increase your presence.

Promote your handle like your email address: on business cards, presentations, email signature, etc. ■

More Twitter dos and don'ts

Do:

Use a 30/40/30 ratio. This means 30% of your tweets should be personal stuff, 40% external content and 30% your own brand content.

Write a good bio (occupation, interests, purposes).

Inject some individuality into your tweets.

Shut down frequent retweeters (they're usually spammers).

Follow the companies you're interested in.

Ignore the spammers.

Use people's names when referring to an individual (or x team if it's a company).

Don't:

Forget the power of an emoticon — sometimes a cheeky smile can invite further conversation.

Tweet the same type of content again and again.

Confuse your followers; try to stick to a certain line of topics, interests and "voice."

Only promote yourself.

Retweet anything you haven't read (sometimes it can be something that doesn't align or resonate with IDC's guidelines).

Be a stalker — please don't answer, retweet or comment on everything someone says. It will probably get you blocked.

Repost Instagram links as they look quite scruffy.

Ignore people — try to reply as quickly as possible. You never know what kind of opportunity you might encounter.

New York City staff goes all in to take out the trash

IDG's New York office's Fun Committee organized a picnic before trash pick-up began in Central Park. Business units in IDG's New York office include IDG Corporate Marketing, IDG.tv, IDG Tech Network, IDG Strategic Marketing Services and the IDG News Service.

IDG staff in New York City became pick-up artists late last month when they spent an afternoon helping clean up a section of Manhattan's Central Park.

IDG TechNetwork Marketing Director ***Erik Swanson*** *shakes hands with some Central Park trash.*

Supplied with trash grabbers, gloves, garbage bags and a lanyard with a map of the location they were to work in near Belvedere Castle, all of which were supplied by the Pitch In, Pick Up program of the Central Park Conservancy, 12 employees from a variety of IDG business units spent a few hours collecting trash and recyclables.

Even some of their lunch ended up being recycled, said **Megan DiBello**, IDG.tv video account manager. "Prior to volunteering we had a picnic in the park so everyone could spend some quality time together with lunch provided by IDG. A corporate team from the H&M department store chain was having a picnic close by and wound up giving us muffins, coffee, blankets and jam. [IDG TechNetwork Marketing Director] **Erik Swanson** made a sign, and we gave most of those leftovers away, a true day of recycling."

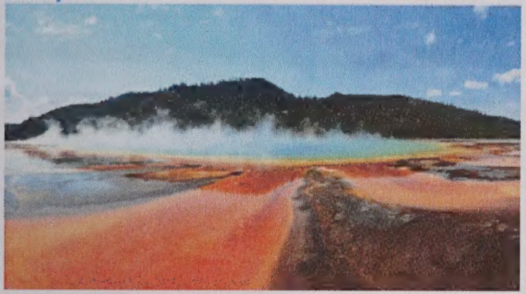
DiBello said the best part was "IDG teams coming together on a project that they might not normally work on and doing something for one of the greatest living and breathing places in New York."

She added that the event was such a success that participants asked that it be done quarterly. "The weather was beautiful, the scenery was impeccable and we got exercise," she said. "The day truly proved that IDG's people are the core of what drive great teams and great work." ■

And the winners are...

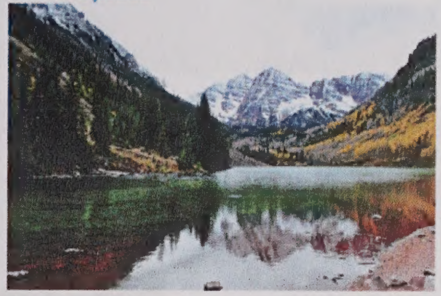
Here are the 12 photographs that will appear in the 2017 IDG Employee Photo Calendar. Congratulations to the winners and thanks to all who entered and voted. Calendars will be mailed to all business units and licensees in December.

First place



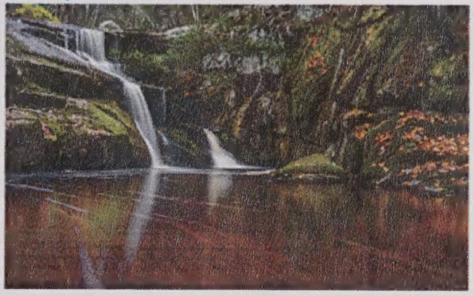
Erin Twomey, IDC
Yellowstone's Grand Prismatic

Second place

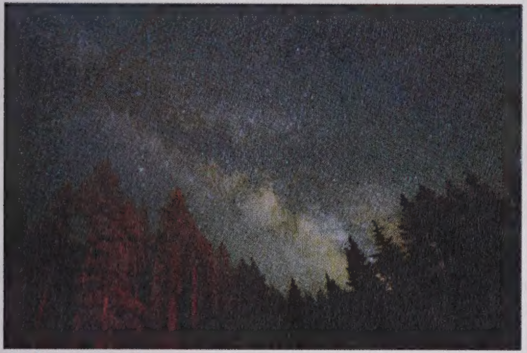


Yulia Krasilnikova, U.S. Media
Maroon Bells, Colorado

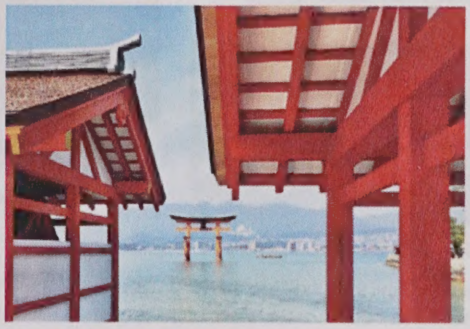
Third place



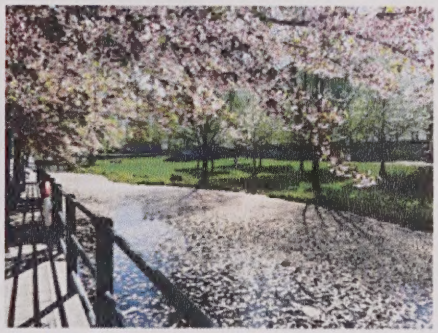
Thomas Heim, IDC
Waterfall



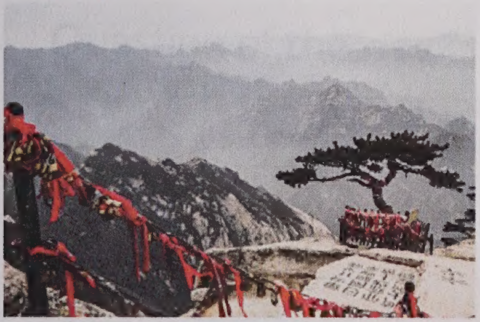
Robert Brothers, IDC
Milky Way



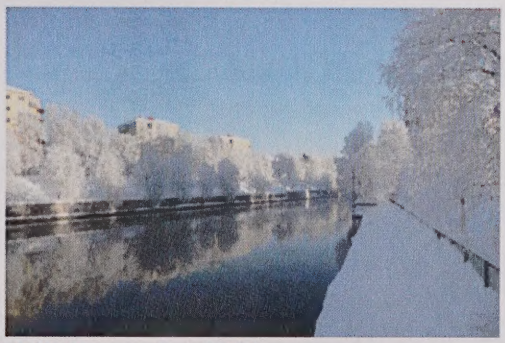
Simon Jary, IDG U.K.
Itsukushima Shrine, Japan



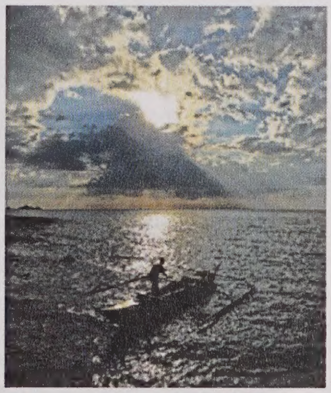
Janine Christensen, IDG Sweden
Hammarby Sjostad



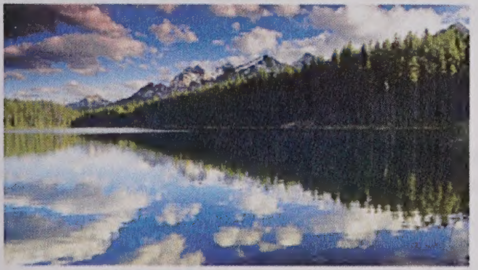
Natalia Milko, IDC CEMA
Mountain Scenery



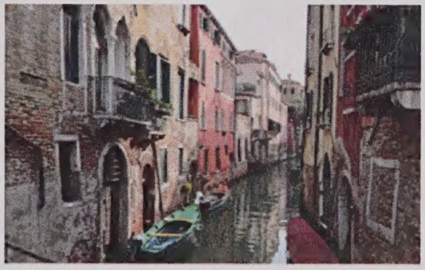
Nelly Hernandez, IDC Mexico
The Land of Sisu



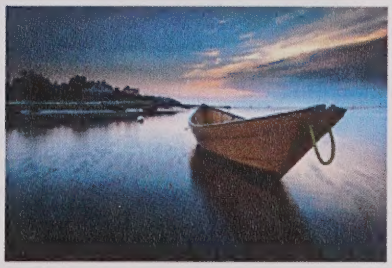
Jubert Alberto, IDC Philippines
Leading My Own 3D



Victor Lim, IDC Asia Pacific
Reflective Tranquility



Valerie Potter, U.S. Media
Venice Canal



Donald Jin
IDC
Sunset

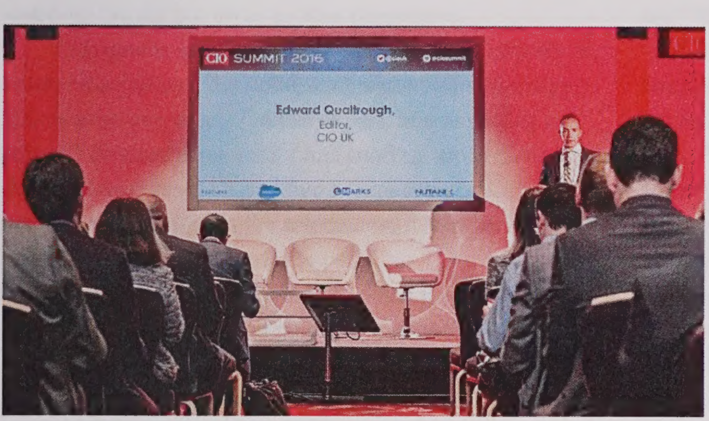
IDG World Update

EMPLOYEE NEWS AND INFORMATION

3 OCTOBER 2016 | VOLUME 46, NUMBER 40 | WWW.IDGCENTRAL.COM

ONE ON ONE - *page 3* | NEWS - *page 4-5* | ANNIVERSARIES - *page 7* | COMMUNITY - *page 8*

IDG U.K.'s CIO Summit showcases peer-to-peer contributors



Despite a very crowded month for events in the local market, some 81 CIOs and other C-level executives flocked to the seventh annual CIO Summit to learn from and network with their peers.

SEE MORE ON PAGE 4

Also inside

IDC MEA & Turkey events staff work hard, play hard

One on One: IGS' Briony Rowe talks events

On the job: Global Media Bureau and Client Research Manager

492 OCP employees meet, greet with "Office Space"

Visit IDG Central to vote for the 12 photos you'd like to see in the 2017 calendar. Voting ends Friday.

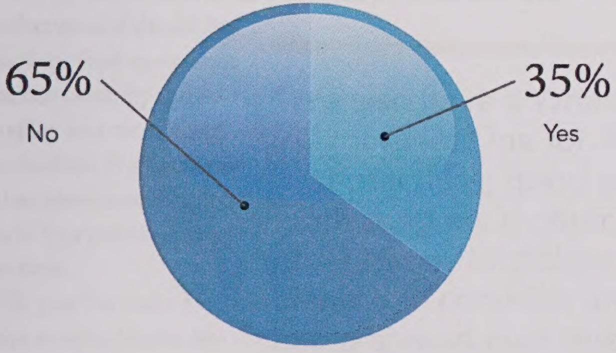
GO TO IDG CENTRAL

San Francisco colleagues help out at a local food bank as part of the IDG Gives Back Day 2016.

SEE MORE ON PAGE 8

Question of the week results

Do you participate in any fantasy sports leagues?

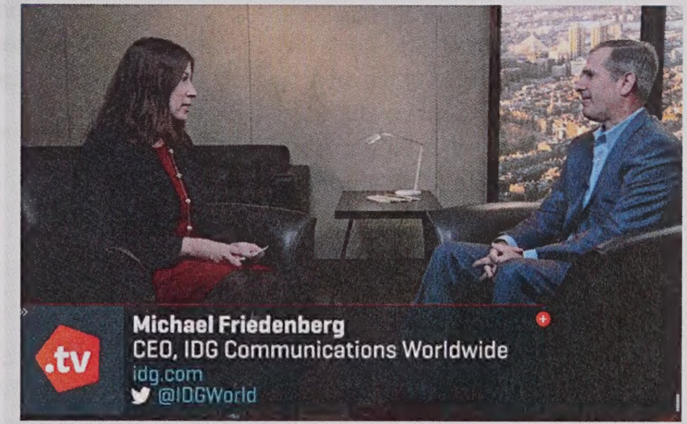


Log on to www.idgcentral.com to vote on this week's question:

What's your go-to payment method?

CLICK HERE

Talk IDG with Mike and Laurie



IDG CEO Michael Friedenberg talks with VP/Global Training & Development Laurie Butson about the status of IDG's pursuit of strategic options and offers a reality check on several questions that have arisen; fiscal year performance in the U.S. and internationally; new products in the Strategic Marketing Services and Account-Based Marketing portfolios; IDG's strong editorial coverage; and themes to focus on in FY17.

Click here to watch the video.

IDC MEA & Turkey staff work hard, play hard

IDC Middle East, Africa & Turkey's Middle East-specific conference team of 10 squeezes between 50 and 60 events — with the numbers of attendees ranging from 200 to 3,000 — into its relatively brief events season, so keeping team spirit high and stress low are key for IDC MEA & Turkey AVP, Conferences **Ronita Bhattacharjee**. In addition to using social media to strengthen a sense of community, she has instituted a series of monthly outings and office meals that not only give her Dubai-based team welcome breaks but serve as idea generators.

With events ranging from large-scale CIO Summits to smaller road shows, the number of registrations average 800 or more per event. "In this region, telemarketing is critical," Bhattacharjee said. "Just sending email campaigns does not work here, so we have a large attendee acquisition team that supports the region, and it is imperative to ensure the team spirit is maintained."

The team's responsibilities are not limited to attendee acquisition alone. It also contributes to different aspects of events such as supplier management, preparing post-event statistics, on-site event support and assisting with partner management.

Bhattacharjee said she believed that telemarketing potential attendees is necessary because the region is saturated with events that must be held in a seven- to eight-month period, working around a host of regional holidays. "It is very easy for attendees to miss, overlook or ignore emails," she said. IDC MEA & Turkey's telemarketing campaigns have different stages, from initial talks about content, speakers, peers attending, etc. to follow-up calls that discuss themes from particular vertical markets a potential attendee from that vertical would find interesting. Final campaigns talk about celebrity speakers, raffles and networking opportunities. Bhattacharjee said her team is working on three to four events at any given time.

To give her team a chance to relax Bhattacharjee has started monthly half-day outings, most recently to a local beach for barbecue. "If we don't go out of the office, we plan something inside where half the team cooks for the rest," she said. She said she uses these "relaxed, informal" environments to ask each team member for their thoughts on what worked best in terms of processes and collaboration for the month's events and where the system could be improved. At the most recent outing, the team networked over games, shell collecting and other activities. "There was no cost involved, and it helped to release the work-related stress that had built up," Bhattacharjee said.

She added that her team has come up with "loads of bright ideas" at these outings. "We found solutions to some processes that had reached dead ends. Some ideas enabled us to speed up some processes, while others improved efficiency. We launched a folder in One Drive called Knowledge Share where all ideas, new ways of executing projects, debriefing points from events and more are shared."

IDC META AVP/Conferences ***Ronita Bhattacharjee*** *put together this collage, which now hangs along with others in the group's conference area, after a recent team outing.*

At another outing Bhattacharjee assigned her team to provide two pieces of information about any colleague based at another IDC office. "We cross-collaborate a lot across the region, and this helped them get to know their peers better and build better bonds," she said. "We also have a WhatsApp group, 'All for One, One for All,' for sharing best practices, good experiences, motivating each other, wishing each other happy birthdays and generally being one cohesive unit in spite of being spread over three continents." Bhattacharjee also shares photos of the team in action on Twitter (@RonitaDXB) and "highlighting the team at every opportunity."

> "We also have a WhatsApp group, 'All for One, One for All,' for sharing best practices, good experiences, motivating each other, wishing each other happy birthdays and generally being one cohesive unit in spite of being spread over three continents."
>
> *Ronita Bhattacharjee*

For more information contact Ronita Bhattacharjee. ■

OneonOne

Briony Rowe

IDG Global Solutions

The global events director for IDG Global Solutions is this week's columnist. Reach her at briony_rowe@idg.com.

> "There is an increased demand for IDG to produce unique co-branded content from each events program we deliver."

Q What are the key trends you are seeing in the events space?

A One trend that has been continuing for the past two to three years is clients putting more emphasis on custom, targeted events versus taking a partner package of a multi-sponsored event. Vendors are moving budgets away from larger trade shows where they will be one of many brands and instead want a program that is bespoke to their needs. They want to set the agenda, define the audience profile and get a seat at the table with senior decision makers who have a vested interest in the defined topic.

In addition to this there is an increased demand for IDG to produce unique co-branded content from each events program we deliver. Very often events will sit within a larger integrated strategy with objectives for increasing brand awareness, driving sales, educating on products, generating leads, educating new or prospect customers, increasing web traffic and even lifting social engagement. It is, of course, vital that we deliver a strong event but the demand for unique, relevant and engaging content that can have multiple uses is always close by.

Q What does this mean for IDG?

A IDG is perfectly positioned to deliver not just great events but excellent content from the discussions and presentations that take place. We can leverage our expert editorial teams and trusted brands to essentially activate the live event by localizing the content and broadcasting it to a wider online community and then use data targeting to ensure it reaches the most relevant audience possible.

Q How does this work for smaller events?

A Smaller custom events like CIO roundtables are an excellent means for connecting our clients with the most senior decision makers for true peer-to-peer discussions. The challenge is that if we appear to be reporting on these CIOs we risk stifling those conversations and removing a layer of trust.

We can overcome this by delivering events that are slightly larger in format, say 20 to 25-plus attendees, and building in an agenda that includes presentations, interviews of attendees and the opportunity to write up conversations from the panel discussions.

We can also apply the same approach to a client's own event. In March last year we did just this when Intel asked us how we could help them maximize the content and messaging from their presence at CeBIT. CeBIT is a huge IT show taking place in Hannover, Germany, every year with some 330,000 attendees, and Intel had invested heavily in a strong presence there. They approached IDG for ideas on how to amplify the reach of this content to a wider audience, in particular in the U.K., Germany, France and Russia. We delivered a program (designed by Program Architect **Justin Ellis**) in which we sent **Mike Simons**, then editor of Computerworld U.K., along to CeBIT to work with Intel and their subject matter experts to capture a range of content. From there, Mike produced a Content Integration Guide (CIG) that would be briefed and passed to IDG editors across the four target markets. Mike also worked with IDG Germany's film crew to record a series of "event review" videos that highlighted how Intel technologies were integral to so many of the new products and innovations featured in the show. The editors and their teams were instrumental to the success of the program as they created unique content tailored to their market (based on the CIG) and published it natively on their respective owned and operated websites. In six weeks we had 280,000 targeted engagements and over 5,000 targeted views of the videos. We found that the content and event coverage was particularly popular in markets that wouldn't normally see coverage of a German event like CeBIT, and dwell times tracked very high due to the unexpected nature of the content — IT and business decision makers in France, for example, averaging 5.21 minutes. Interestingly, in Germany we also found that attendees to the event became advocates and would endorse and share the content with their industry peers.

Q What is the outlook for face-to-face events in FY17?

A Marketers will continue to look to media owners to use our data expertise and audience insights to focus on driving attendees not just of a certain profile but specifically from their target account lists. Custom events can solve this in a way account-based marketing media solutions can't, especially if lists are small (which they often are). Our clients look to us to not only deliver them an opportunity to connect with their target accounts face-to-face but also to go one step further and extract useful intelligence — intent — around those organizations.

Q What are some of the ways of tracking intent in a face-to-face environment?

A In the online environment we are already tracking how our audiences engage via what they read, download and search for; with events there are a number of interactions and touch points: from the point of engaging with the event content, registra-

continued on page 7

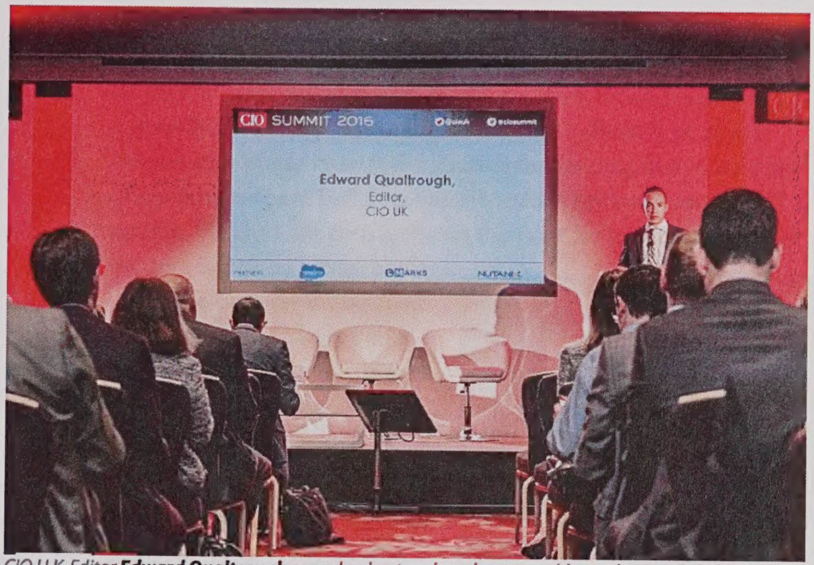
IDG U.K. attracts high-caliber audience to CIO Summit by showcasing peer contributors

Despite an extremely event-heavy month in the local market, IDG U.K.'s seventh annual CIO Summit managed to attract a high-caliber crowd of senior technology executives including 81 CIOs, CTOs, CDOs and even a few CEOs to London's May Fair Hotel on Sept. 22. The event consisted of keynote presentations, Q&A sessions and panel discussions — all featuring prominent CIOs and technology leaders from the U.K. market and designed to promote sharing of experiences and insights around business strategies, technology and leadership. "Our CIO Summit is the only dedicated CIO event in the local market and without question the only event that showcases peer-to-peer contributors from the U.K.'s CIO community," noted **Luc Borg**, publishing director. "That makes us stand out."

The full-day event featured attendees from an impressive list of companies and organizations that included Capital One, the Arsenal Football Club, Bank of America Merrill Lynch, AEG, Save the Children, Thomson Reuters, Dentsu Aegis and Vice among others. Three sponsors — Salesforce, Nutanix and LMarks — signed on as Summit Partners, and each had a 20-minute speaking opportunity.

For the second year, the CIO Summit was preceded by an intimate, invitation-only dinner at the May Fair sponsored once again by Fujitsu. Eight CIOs joined two Fujitsu representatives and IDG U.K. contributing writer **Mike Simons** (a former Computerworld U.K. editor), who moderated the discussion. "Fujitsu absolutely loved the opportunity to have a sustained and focused dialogue with CIOs they had approved," Borg said.

*CIO Online Editor **Chloe Dobinson** interviews CIO Contributor **Matt Ballantine** during the summit.*



*CIO U.K. Editor **Edward Qualtrough** served as host and moderator at this year's summit, held at London's five-star May Fair Hotel.*

Hosted by CIO U.K. Editor **Edward Qualtrough**, the summit featured three strands:

- Innovation and the CIO involvement with startups and digital ecosystems.
- Business leadership and change management aspects of the CIO role in "getting outside of IT."
- Master class sessions in which CIOs and industry experts led discussions on areas of current concern including Brexit, diversity and influencing the executive board.

"This was Ed's first opportunity to host the summit, and he did a magnificent job." Borg said, adding that the team has received very positive feedback from attendees in the form of comments such as:

- "Real-life experiences and ideas being shared."
- "Innovation is a key challenge for my team so this subject was invaluable."
- "Great examples from real life with interesting learnings."
- "Good insights, genuine points of learning."

"I have been involved in the CIO Summit since 2012, but it was an honor to curate and host my first as editor of CIO U.K. and devise a program and agenda focused less on technology management and instead on

continued on page 7

Job Spotlight

On the job: Global Media Bureau and Client Research Manager

The past few years have seen huge changes in the media space. These changes have resulted in the creation of new jobs with unfamiliar-sounding titles and the retooling of old jobs to incorporate new skills and ways of doing business. IDG World Update's occasional Job Spotlight series is designed to provide insight into what our colleagues are up to.

Name

Brendan McGowan

Title

Global Media Bureau and Client Research Manager, CIO Executive Council (CEC)

What a global media bureau and client research manager does

I work directly with CIOs. My job is to know their strategic agendas intimately, focusing on their key technology and leadership initiatives. I then connect them directly with editorial and speaking opportunities around the world. In my time at IDG, I've made many placements across multiple continents. I also develop original research on areas of interest to CIOs, such as internal collaboration, talent acquisition and innovation. I recently completed the CEC's first joint research effort on vendor management with IDC. I rely on our CIO clients to provide direct feedback on the survey questions and serve as case studies. The result is a very authentic set of research studies driven by real experiences.

The services I provide and who my customers are

I deliver experiences — opportunities for CIOs to share their perspectives around the globe. I'm committed not only to the IT leaders who take advantage of our services but also the numerous event producers, researchers and journalists who benefit from our vetted pool of potential speakers and journalistic sources.

Key skills required for my job

They revolve around relationship building. I have to be assertive to approach new editorial and speaking venues for our CIO clients and then be able to deliver some great matches to journalists and event managers. It's networking married with execution. Other than that, strong note-taking and observational skills are vital. I need to be able to identify key areas of interest for a CIO and pitch their stories effectively and rapidly. On the research and writing side, I need to quickly synthesize data and develop strategic guidance for IT leaders. Persistence and a sense of humor also help.

A typical day

It includes multiple calls with CIO clients to ascertain strengths, areas of opportunity and aspirations in their respective branding strategies. I get to learn about their initiatives and, just as importantly, catch up a bit on their lives. I'll usually be working on several opportunities with media partners simultaneously — whether it's a keynote in Berlin, a panel in Brasília or a one-on-one case study interview for our research program — so a lot of my time is spent building out the rosters for these various PR outlets. Finally, I am constantly on the hunt for new opportunities for our clients, so I keep a very close eye on relevant business and technology news, trade associations, conferences and media organizations.

*Global Media Bureau and Client Research Manager **Brendan McGowan** joined IDG in 2011.*

Best part of my job

The best part of my job is being situated at the connection point between technology and media. Every day, I receive first-hand, in-depth knowledge from C-level executives who find value in sharing incredibly important ideas on the future of business and technology.

Most challenging part of my job

The most challenging part of my job is managing expectations. Our brand management services division, which I lead, is part of a much larger set of CEC offerings, but internal statistics demonstrate that it is one of the chief reasons technology leaders join as clients and renew. There is a lot of demand, so I need to manage my time very effectively. I also need to make sure that clients understand that I cannot guarantee a set number of placements; rather, I provide potential, vetted opportunities when they present themselves.

Why and how I got involved in this career

I was eager to combine the technical knowledge I had gained in my previous role as an IT researcher with my own interest in media and public relations. IDG offered an incredible opportunity to learn from CIOs while building out a set of media-focused services in an entrepreneurial way. I continue to be very interested in how IDG business units can continue to collaborate and work together. (Incidentally, if you're reading this and would like to potentially partner, please don't hesitate to contact me!)

What my colleagues would be surprised to learn about me

When I was on an exchange program at Dartmouth College, I lived in the same dorm as my favorite childhood author, Dr. Seuss. ■

noteworthypeople

New employees

Reyes

Rick Reyes joins **IDC** as a senior account executive. Based in California, he has previously worked as a core account manager with EMC and as a regional sales manager with Virtual Instruments. He holds a degree in economics with a specialization in computing from the University of California/Los Angeles and enjoys running, hiking, soccer and travel. rreyes@idc.com

Tashman

PETER SHORT

IT Business Operations Analyst **Ari Tashman** comes to **IDC Framingham** from his role as business systems analyst with the Massachusetts Department of Unemployment Assistance. He holds a B.A. in economics and political science from Indiana University and an M.A. in computer information systems from Boston University. He enjoys weight training, spinning, yoga and following Boston sports. atashman@idc.com

Edwin Vargas is the new sales director for the **CIO Executive Council**. Most recently an independent sales consultant for companies such as Microsoft and General Electric, he has also worked as director of sales and business development for Performance Horizon Group. He holds a B.S. in psychology and Spanish literature from the College of the Holy Cross in Worcester, Mass. Away from the office he enjoys traveling with his family and experiencing new cultures and lifestyles. evargas@cio.com

Stay up to date on all things IDG by following IDG's corporate social media accounts on Twitter, Facebook and LinkedIn. Get the word out on what's happening by sharing and retweeting.

"Office Space" comes to Framingham, Mass.

The last in this year's "Meet Your Neighbors" gatherings of employees who work at 492 Old Connecticut Path in Framingham had the 1999 movie "Office Space" — which pokes fun at office politics, personalities and quirky policies — as its theme. Visitors to the second floor were issued nametags with the mythical company's signage and played a game developed as part of the movie's story line. As with previous get-togethers hosted by the Community Action Board, creatively decorated food and some fun took center stage.

*CIO Executive Council Director of Strategic Content **Tim Scannell**, one of the organizers of the event, gives a prize to IDG Enterprise Marketing & Research Specialist **Stacey Raap**. Attendees received a ticket for a drawing to win a stapler, which was a prominent item in the movie.*

*CEC Technology Operations & Salesforce Specialist **Mike Rodriguez** tries to figure out a giant Jenga puzzle.*

LYNN HOLMLUND PHOTOS

*IDGE Event Sales and Operations Administrator **Nicole Day**, IDG Enterprise Group VP, Customer Experience and Operations **Anne McCrory**, IDGE Senior Director/Events **Deb Begreen** and IDG International Publishing Services IT Director **Patrick Kenney**.*

*(L-R): CEC Business Operations Manager **Kelly Wong**, CEC Senior Program Manager **Allysa Zemke**, IDG Enterprise Multimedia Content Editor **Keith Shaw** and CEC Director of Leadership Development **Rari Hilditch**.*

IDG Calendar Contest voting ends Oct. 7

Which photos will be in the 2017 IDG Photo Calendar? You can help decide by going to IDG Central to vote for your 12 favorites here. If you don't have a password, go to www.idgcentral.com to request a login. (Note: the 2017 calendar will be in the large wall format used prior to 2016.)

CIO Summit

continued from page 4

*IDG U.K. Publishing Director **Luc Borg** (right) chats with Greg Morley, CIO of United Living, during a break. IDG U.K.'s seventh annual CIO Summit attracted 81 CIOs, CTOs and CDOs.*

more provocative and emerging aspects of the role like setting up an innovation agenda and having significant influence outside of the IT department — topics which resonated with the audience," said Qualtrough.

"As an aside," Qualtrough added, "it is also worth noting that even with a couple of late speaker withdrawals there was increased gender diversity on the stage at the 2016 CIO Summit, with women featured in 43% of all speaking slots."

High praise also came from sponsors including LMarks founder and serial entrepreneur Stuart Marks who noted that "it is virtually impossible to gather such a high-caliber group of CIOs for a full day out of the office."

Others involved in contributing to what Borg called a "very successful event," included **Ash Patel**, head of marketing; **Eleanor Pratt**, marketing assistant; **Matt Egan**, editorial director; **Chloe Dobinson**, CIO online editor; and the members of the IDG U.K. sales team.

For more information, contact Luc Borg. ■

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

32
Juan Jose Marquez *IDG Spain*

24
Wlodzimierz Duszyk *IDG Poland*
Juergen Hill *IDG Germany*

10
Steve Yang *IDC Canada*

17
Hanh Nghi *IDG Corporate Sales*

16
Mikael Lindkvist *IDG Sweden*

15
Keith Gaffney *IDC U.K.*
John Gole *IDC CEMA*
Jan Houska *IDC CEMA*
Ilona Stankeova *IDC CEMA*
Thomas Vavra *IDC CEMA*

13
Pavel Louda *IDG Czech Republic*
Jubert Alberto *IDC Philippines*
Karen Rondon *IDC Philippines*

12
Christina Carstensen *IDG Global Solutions*

11
Ricardo Gomes Faim *IDC Brazil*

10
Hye-Rim Kim *IDC Korea*

8
Luke Fang *IDC China*

6
Emilie Ditton *IDC Australia*
Jarit Sidhu *IDC Thailand*
Kumaran Ramanathan *IDG Global Solutions*

5
Sukhendu Rautela *IDC India*
Alejandra Marino *IDC Mexico*
Maite Narvaez *IDC Spain*
Carlo Santos *IDC Portugal*

4
Amilia Nur Fitri *IDC Indonesia*
Larry Llamzon *IDC Singapore*
Yih-Khai Wong *IDC Singapore*
Tina Li *IDC Hong Kong*

3
Yi Lei Zhang *IDC China*

2
Utsav Arora *IDC*
Varun Singh *IDC India*
Jim McGinty *IDG Global Solutions*
Alba Balla *IDC Italy*
Ondrej Smrz *IDC CEMA*

1
Haley Pollard *IDG Corporate Marketing*
Consuela Fung *IDG Netherlands*
Kelly Cho *IDC Korea*
Linda Chua *IDC Malaysia*
Arpita Mitra *IDC India*
Arthur Kok *IDC Malaysia*
Chayse Gorton *IDC New Zealand*
Wendy Mok *IDC Hong Kong*
Paranthaman Salem Natesan *IDC India*
Jason Liu *IDC Beijing*
Iya Malhortra *IDC Singapore*
Esther Macias Casado *IDG Spain*
Malini Paul *IDC U.K.*
Dominic Trott *IDC U.K.*
Eva Drbohlavova *IDC CEMA*
Karima El Alami *IDC North Africa*
Harry Warner *IDC CEMA*
Esther Macias *IDG Spain*

All business units are invited to send employee anniversary information to world_update@idg.com.

continued from page 3

One on one

tion, signing up for a workshop, booking a one-to-one, completing a survey or asking a question of the panel. The number of interactions are huge, and to understand if the event is delivering ROI we need to track, collect and analyze them.

Approaching events in this way means we can provide tangible information to our clients on how their brand is being perceived, what challenges are facing their potential customers and how their solutions need to be positioned to resonate through to the point of purchase.

Q How do we monetize this?

A A key challenge faced by even those marketers with a clear data strategy for their event investment is how to get consistently valuable insights from the many different sources available. Online platform providers can collect demographic data, content marketers and website analysts can measure digital behavior and social media agencies can evaluate online rhythms and hashtag use. All useful; few interconnected.

IDG, as the world's leading media, data and services organization for technology offers a one-stop shop for marketers as we have expertise at every stage, including content, event management, social, video, mobile and all our digital services. Our clients can work with an organization that knows the audience, understands how to reach them and can deliver in-depth analysis of that audience in a way that informs each activity and dramatically improves engagement before, during and after the event.

This said, in conversations I am having with clients about events on a global level, a key word that I am hearing over and over is "consistency." It is vital that we are delivering against our attendee goals, showcasing our expertise on the subject and ensuring consistency in marketing, branding and customer service. We need to give an exemplary impression right from the first planning call that we are the experts in our field. We need to prove to our clients that in addition to delivering the right audience, we are accomplished at delivering not just good events but outstanding, memorable experiences. ■

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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San Francisco staff volunteers for plum assignment

ADAM PATRICK MURRAY

San Francisco-based IDG employees gathered outside the SF-Marin Food Bank before beginning their shift.

Despite the San Francisco area's booming economy, one in four residents is unable to afford all of the food they need. To help alleviate that just a little, more than 35 employees at IDG's 501 Second Street office in San Francisco spent an afternoon last week volunteering at the SF-Marin Food Bank as part of the IDG Gives Back Day 2016. Organized by the office's SF Playhouse Committee, the employees spent the afternoon sorting good plums from spoiled ones and boxing them up for distribution to the Food Bank's partner programs and 240 farmer's market-style pantries that serve an average of 30,000 households each week. Employees enjoyed a catered picnic at a nearby city park afterward.

SALOON
IDG
IDG

IDG WORLD UPDATE

*Above: So. Many. Plums. Left: IDG Connect's **Thomas Murphy**, U.S. Media's **Val Potter** and IDG TechNetwork's **Lindsay Rafalsky**.*

GIVE BACK DAY

ADAM PATRICK MURRAY

Volunteers spent three hours sorting good plums from spoiled ones.

thanksto

The editors of IDG World Update would like to thank the following people who assisted with this issue:

Ronita Bhattacharjee
IDC MEA & Turkey
Luc Borg IDG U.K.
Lynn Holmlund
IDG Enterprise
Brendan McGowan
CIO Executive Council
Briony Rowe
IDG Global Solutions
Tim Scannell *CEC*

IDG World Update
EMPLOYEE NEWS AND INFORMATION

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IDG businesses collaborate for demand-gen event in London

Organized by IDG Corporate Marketing in partnership with IDG Global Solutions, IDG U.K. and IDG Connect, the event was part of a new series of development days that bring in outside voices on a given topic and position IDG as a thought leader.

SEE MORE ON PAGE 4

Also inside

Wellness 360 initiative offers employees healthy tips

CIO Executive Council, IDC research partnership results in well-received study

IDG TechNetwork wins Innovative Publisher Award

IDC U.K. blogs boosts site traffic, builds brand

IDG Sweden employes painted the town red — and yellow and green and blue — in the Color Run Night.

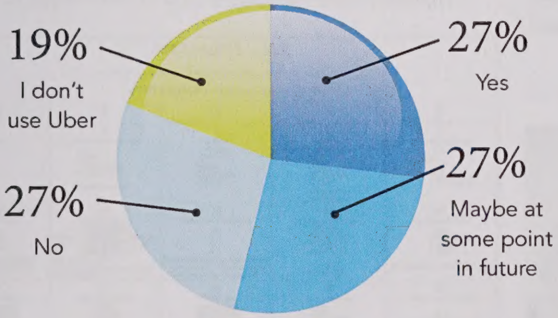
SEE MORE ON PAGE 7

Celebrating 20: IDC Sales and Business Analysis Manager Michael Wallace ventures to Nantucket.

SEE MORE ON PAGE 8

Question of the week results

Would you use a driverless Uber car?



Log on to www.idgcentral.com to vote on this week's question:

Do you participate in any fantasy sports leagues?

CLICK HERE

Let the judging begin!

A group of 14 employees from IDG's 492 Old Connecticut Path office in Framingham winnowed the nearly 200 entries in the 2017 photo calendar contest down to 40 in an anonymous round of judging last week. Those 40 photos will be available on IDG Central for final judging by employees worldwide beginning today.

Wellness 360 initiative offers U.S. employees a month of healthy practices

Based on the success of the popular Wellness at Work program introduced to U.S. employees in February, IDG's U.S. Human Resources teams collaborated on a new wellness initiative that is being rolled out this month. Wellness 360 is a month-long initiative offering a mix of hands-on activities as well as suggestions for healthy practices.

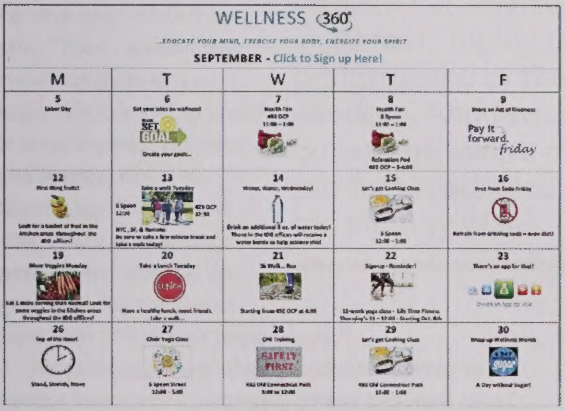
"The idea for this came about as the Benefits group began discussing the upcoming insurance open enrollment period and related health fair," noted Director of Benefits **Cheryl Talamini**. "We wondered if the time was right to try and expand the typical fair. We collaborated with the larger HR community and iniitally considered a wellness week and that evolved into a wellness month.

The month began with a health fair that offered Framingham-based employees a chance to meet with the company's various medical plan providers as well as participate in a variety of wellness activities including:

- Quick screenings for blood pressure, sun screen damage and bone density.
- Meet with a representatives from Cigna, Harvard Pilgrim, Tufts, AllOne (EAP), Lifetime Fitness (a fitness club adjacent to the building at 492 Old Connecticut Path), Resources on Call, IDG's Training and Development and Benefits Departments.
- Sign up for a chair massage
- Spend a few minutes in a relaxation pod
- Golf swing analysis

The HR teams distributed a wellness calendar for the month of September to U.S. employees that contained a mix of suggestions for improving overall health (increase consumption of fruit and vegetables, take a walk and skip soda, for example) as well as opportunities to participate in several classes including a healthy cooking class, yoga and CPR training.

A group of colleagues gathered outside the 5 Speen St. office in Framingham to take part in Take a Walk Tuesday.



WELLNESS 360°

...EDUCATE YOUR MIND, EXERCISE YOUR BODY, ENERGIZE YOUR SPIRIT

SEPTEMBER - Click to Sign up Here!

M	T	W	T	F
5 Labor Day	6 Set your sites on wellness! SET GOAL Create your goals...	7 Health Fair 492 OCP 11:00 – 1:00	8 Health Fair 5 Speen 11:00 – 1:00 Relaxation Pod 492 OCP – 3-4:00	9 Share an Act of Kindness Pay It forward. friday
12 First thing fruits! Look for a basket of fruit in the kitchen areas throughout the IDG offices!	13 Take a walk Tuesday 5 Speen 12:30 492 OCP 12:30 NYC, SF, & Remote: Be sure to take a few minute break and take a walk today!	14 Water, Water, Wednesday! Drink an additional 8 oz. of water today! Those in the IDG offices will receive a water bottle to help achieve this!	15 Let's get Cooking Class 5 Speen 12:00 – 1:00	16 Free from Soda Friday Refrain from drinking soda – even diet!
19 More Veggies Monday Eat 1 more serving than normal! Look for some veggies in the kitchen areas throughout the IDG offices!	20 Take a Lunch Tuesday LUNCH Have a healthy lunch, meet friends, take a walk...	21 5k Walk... Run Starting from 492 OCP at 4:00	22 Signup - Reminder! 12-week yoga class - Life Time Fitness Thursday's 11 – 12:00 - Starting Oct. 6th	23 There's an app for that! [illegible]
26 Top of the Hour! Stand, Stretch, Move	27 Chair Yoga Class 5 Speen Street 12:00 – 1:00	28 CPR Training SAFETY FIRST 492 Old Connecticut Path 9:00 to 12:00	29 Let's get Cooking Class 492 Old Connecticut Path 12:00 – 1:00	30 Wrap up Wellness Month A Day without Sugar!

**Note – Some activities may require sign up. Be sure to check your weekly email for events, time and location.

U.S. employees received a Wellness 360 calendar that featured suggestions for healthy practices for each workday during September.

"The two programs, IDG Wellness at Work and Wellness 360, provide employees with a variety of options from which to choose – there is something for everyone," Talamini explained. "It's somewhat of an unconventional way to approach a wellness initiative — so far it's been very popular with employees."

Talamini said once the program ends at the end of September, the HR teams will get together and assess and "see where we take it from here."

For more information, contact Cheryl Talamini. ■

Let's Get Cooking featured a cooking instructor demonstrating how to prepare various gluten-free dishes. Afterward, IDG and IDC participants had a chance to sample the food.

CIO Executive Council, IDC research partnership results in well-received study

"Forging Strategic Partnerships with IT Vendors," a 2012 CIO Executive Council (CEC) study on what global enterprise IT leaders were looking for from their vendors, led to coverage in The Wall Street Journal and in CIO magazine. A 2015 reboot of the study, which was published earlier this year, combined with a fortuitous IDG training program, led to a research partnership with IDC.

In 2014, CEC Global Media Bureau and Client Research Manager **Brendan McGowan** participated in the IDG Professional Program at Babson College where he met IDC Research Director **Xiao-Fei Zhang**. What followed was several months of what McGowan called "lunch diplomacy." "I started hanging out with IDC folks, and I was genuinely interested in learning more about them and their focus areas. A side benefit was that collaboration seemed more likely than ever."

JOE MOLA

*IDC's **Xiao-Fei Zhang** (left), and CEC's **Brendan McGowan**, co-authors of "The DNA of Strategic Vendor Partnerships."*

McGowan and Zhang decided to reboot McGowan's study using McGowan's CIO (or buyer) experience and drawing on Zhang's vendor (seller) expertise. McGowan said the IDC connection "pushed this over the top. They have unparalleled access to the vendor community; our specialty at the CEC is CIOs. So to combine those worlds — buyer and seller — was a great move. It just felt like the right time."

The premise for the 2016 report differed slightly from the 2012 version. "In the first report, I created a research board of 30 CIOs to create the criteria in an iterative way," McGowan said. "Then I asked online survey takers to rate as many vendors as they could in six categories: business intelligence; cloud; enterprise applications and integrators; outsourcing; network and storage. We got 743 individual evaluations from 279 distinct respondents."

> One of the study's findings was that while seven out of 10 IT leaders are spending up to half their total budgets on external service providers, only one in 10 feel "highly satisfied" with the performance of their most strategic vendors. And fewer than 50% of IT buyers are aware of how their vendors' product roadmaps align with their own technology plans.

Respondents were asked to indicate whether each vendor met specific partnering criteria and were asked to check a box for the criteria only if it was typically and consistently true for that vendor in how it interacts or is capable of interacting with their organization. It was possible to evaluate the same vendor in more than one category. That study showed that CIOs gave their top vendors a score of only 3.23 out of 10.

For the 2016 study, McGowan and Zhang used the 2012 criteria as a baseline but simplified things a bit. "Now we simply wanted to get a yes-no on whether or not a buyer's most strategic partner demonstrated a partnering capability, based on revised criteria vetted by buyers and sellers alike," McGowan said. "This created a 'ceiling,' statistically speaking, for what vendors were willing to do."

The survey, which was posted on IDG's LinkedIn Forum in October of 2015, drew 121 respondents who opted to answer the survey's 19 questions. The survey was also promoted through the CEC's marketing channels an on an ad-hoc basis to the vendor community, McGowan said.

McGowan and Zhang both wrote introductions to the final survey report, called "The DNA of Strategic Vendor

continued on page 6

IDG businesses collaborate for demand generation event in London

Dozens of clients, prospects and agency representatives turned out for a networking breakfast in London earlier this month that featured a panel discussion on Driving Demand Generation Success: Finding the Right Mix for Account-Based Marketing. Organized by IDG Corporate Marketing in partnership with IDG Global Solutions, IDG U.K. and IDG Connect, the event was part of a new series of development days that bring in outside voices on a given topic and position IDG as a thought leader.

John O'Malley, CEO of IDG Connect, IDG Direct and IDG List Services, moderated the panel, which included **Gerry Brown**, research director, IDC; James Foulkes, director and co-founder, Kingpin Communications; Jo Pettifer, VP/EMEA Marketing, Box; and Tim Pickard, SVP/Marketing, NewVoiceMedia.

The goal was to provide attendees with key trends and best practice insights that they could apply to their own B2B demand generation and account-based marketing strategies. Panelists talked about their challenges and learnings in areas such as targeting the right accounts, nurturing strategies, sales and marketing alignment and the importance of data quality.

The venue, London's Living Room atop City Hall, has striking views of nearby landmarks and a skywalk that let guests venture out into the warmest September day in the U.K. in more than 100 years.

IDG is the largest tech media company in the world
IDG

IDC Research Director ***Gerry Brown*** *(left) and* ***John O'Malley****, CEO of IDG Connect, IDG Direct and IDG List Services (right) were the IDG representatives on the panel discussion.*

"We had great client participation — including on social media — and at least one article written about the event, as well as overwhelmingly positive attendee feedback and sales opportunities," said IDG CMO **Josh London**. "We'll do more of these, along with the successful Digital Media Happy Hour networking events that we started this summer in Boston and New York, the latter inspired by our research that showed we need to build relationships with younger media professionals. "

For more information write to IDG Corporate Marketing B2B Marketing Manager Tamrah Burh. ■

IDG TechNetwork takes home the Drum's Most Innovative Publisher Award

IDG TechNetwork won the Most Innovative Publisher Award in The Drum's Digital Trading Awards competition, which announced the winners at an awards ceremony in New York on Sept. 21.

The Drum, a global media platform and the biggest marketing website in Europe, hosted a competition for U.K.-based publishers and agencies for the past three years, and this year marked the first time the competition was held in the U.S. It is the first awards program in the U.S. to give recognition to the best in the programmatic and ad-tech industry.

There were 19 categories in the awards competition, and IDG TechNetwork got the nod over co-finalist Business Insider.

"The IDG TechNetwork is very excited to receive this award," said Director of Marketing **Sheila Cravetz**. "It recognizes the hard work and effort of our amazing operations and sales teams that have created a global exchange that joins passionate audiences and premium inventory. Our focus on customer service has truly fueled the innovation that we've been able to achieve."

Write to Sheila Cravetz. ■

theTradeDesk
MEDIA
AdReady
theguardian
A4s
Teads
The Weather Company

Representing IDG TechNetwork at the awards ceremony were (l-r): Programmatic Media Manager ***Olga Timoshenkova****, Director of Marketing* ***Sheila Cravetz****, VP/Sales and Marketing* ***Scott Harris*** *and Director of Sales/East Coast* ***Keith Linden****.*

IDC U.K. blog reinforces brand, thought leadership while increasing site traffic, leads

The blog that IDC U.K. added to its redesigned website earlier this year as way to "get more eyeballs on the site and then convert them to leads," according to IDC EMEA Marketing Director **Mathew Heath**, is doing just that, accounting for 36% of the parent site's traffic.

The purpose of the blog, he said, is "to reinforce IDC's brand and thought leadership, as well as give some exposure to analysts' views on trends, technologies, event and mergers. The content on the blog is shorter, probably slightly quicker to market and tends to be more opinion and commentary as opposed to market data, forecasts or trends. Most importantly, it's not behind a paywall, so more people can potentially see it — and then get in touch with us for more information."

*(L-R): IDC EMEA Marketing Manager **Mathew Heath** and IDC U.K. Senior Marketing Specialist **Sara Fernandez**.*

JAMIE HUTCHINS

Traffic to the blog has been "pretty good," said IDC U.K. Senior Marketing Specialist **Sara Fernandez** who started and managed the blog. "On average, we have 1,800 visits per month, which contributes a lot to the 5,000 visitors per month we get at UK.IDC.com. Before we launched the new website and the blog, we only had about 500 visits per month, though it was a pretty static website that didn't have a lot you couldn't already find on the IDC corporate site."

> "The content on the blog is shorter, probably slightly quicker to market and tends to be more opinion and commentary as opposed to market data, forecasts or trends."
>
> *-- Mathew Heath*

Fernandez credited the traffic to "the use of images and the avoidance of complicated language. Also, timing is important — analysts write their pieces on anything going on in their fields, and people like to be in the loop. Finally, the blog is easy to find and navigate through."

New content is added to the blog at least once a week or more often if there is a time-sensitive article. Most of the content comes from IDC analysts, Fernandez said, is repurposed content from other sources (such as IDC GVP, Executive Advisory Group **Rich Vancil**'s IDC Technology Marketing Blog post "Blowing Up the Funnel") or posts about upcoming IDC events. "Most recently, one of the Go-to-Market salespeople wrote about Account-Based Marketing and Content Marketing to help demonstrate IDC's capabilities in that area," she said, "so it isn't always analysts." She added that she and Heath have considered using the blog for articles from event sponsors but have not done so yet.

Fernandez added that she occasionally sees news stories that IDC U.K. could comment on and requests a short post from the appropriate analyst.

New blog article links are posted across IDC U.K.'s social networks — LinkedIn, Twitter, Google+ and Facebook — and are also distributed to the European Sales and Research teams, so they can like and share them in their own networks. "Basically, we make it as easy as possible — in one or two clicks — for them to share the articles with their own networks," Fernandez said.

She said that no other IDC offices in Europe have launched an in-house blog. "We are the pioneers," she said. "But colleagues from the Nordics, Spain and even Canada have been asking us about the processes and content we use."

For more information contact Sara Fernandez. ■

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

32
Juan Jose Marquez *IDG Spain*

27
John St. Martin *IDC*

24
Martin Kybal *IDG Czech Republic*

21
Adelheid Schwab *IDG Germany*
John Daly III *IDC*

20
Lars Goransson *IDC Canada*
Martin Canning *IDC Benelux*

19
Tanya Braitchouk *IDC U.K.*
Jen Garofalo *IDG Research*

18
Michael Schmelzle *IDG Germany*
Alexandra Mesmer *IDG Germany*
Alexandra Bauer *IDG Germany*
Ann Bednarz *U.S. Media*
Mike McGoldrick *U.S. Media*

17
Mats Stålbröst *IDG Sweden*
Bernhard Haluschak *IDG Germany*
Berate Wöhe *IDG Germany*
Simona Vercesi *IDC Italy*
Doug Dineley *U.S. Media*

16
Noriko Moritomo *IDC Japan*
Ryuichi Yokoyama *IDC Japan*
Ricardo Villate *IDC Latin America*

15
Nicole Bergmair *IDG Germany*
Charlotte Poulsen *IDC Nordic/Denmark*
Rimon Baker *IDC Russia/CIS*
Dana Vanickova *IDC CEMA*
Martyn Williams *IDG News Service*

14
Yasusuke Suzuki *IDC Japan*

13
Pavel Louda *IDG Czech Republic*

12
Michael Beilfuss *IDG Germany*
Premi Gokani *IDC U.K.*
Cristina Morera *IDC Spain*

11
Joakim Arstad Djurberg *IDG Sweden*
Lauren Aube *IDC CEMA*
Jeremy Rueb *IDG Strategic Marketing Services*
Jason Gorud *IDC Asia/Pacific and IDG Global Solutions*

10
Agnes Fröschl *IDG Germany*
Arash Behinzad *IDC Germany*
Gaia Gallotti *IDC Italy*

9
Britta Liljegren *IDG Sweden*
Veronika Zabot *IDC Spain*
Evelin Stoev *IDC Bulgaria*
Szabolcs Uveges *IDC Hungary*
Patrick Lee *IDC Singapore*
Joey Yen *IDC Taiwan*

8
Louise Sohnesen *IDC Nordic/Denmark*
Gabor Balicza *IDC Hungary*
Pavel Mlcuch *IDC CEMA*
Todd Shaw *IDC CEMA*
David Vach *IDC CEMA*
Radim Zatloukal *IDC CEMA*
Roman Loyola *U.S. Media*
Uyen Phan *U.S. Media*
Megan Roman *IDC*
Laura Ames *IDG List Services*

7
Karolin Pichler *IDG Germany*
Upul Jayasundara *IDC*

6
John Copsey *IDG U.K.*
Marisol Serrano *IDC Mexico*
Nathalie Feeney *IDC France*
Maciek Gornicki *IDC U.K.*
Kathrin Hopkins *IDC Germany*
Robert Charlton *IDC*
Abhijeet Dugar *IDC*
Matt Lawton *IDC Canada*

5
Gabriela da Piedade *IDC Brazil*
Enrique Phun *IDC Peru*
Romain Fouchereau *IDC U.K.*
Sara Santosh *IDC Middle East, Africa & Turkey*
Jiri Tersel *IDC CEMA*

4
Mitsuo Shimohata *IDC Japan*
Irina Zvagelsky *IDC Latin America*
Loren Drennan *IDC U.K.*
Jan Van Vonno *IDC Benelux*
Regina Sartbayeva *IDC Central Asia*
Juraj Vanek *IDC CEMA*

3
Adolfo Becerril *IDC Mexico*
Judith Fiedler *IDG Germany*
Sachin Thakor *IDC U.K.*
Ina Malatinska *IDC CEMA*
Josef Valcuha *IDC CEMA*
Sathyanarayana Atreyam *IDC*

2
Akihiro Kimura *IDC Japan*
Adrian Orozco *IDC Mexico*
Ricardo Mendoza *IDC Mexico*
Marcin Tyborowski *IDG Poland*
Melanie Schüller *IDG Germany*
Ramin Hayit *IDG Germany*
Barbara Davis *IT World Canada*
Sara Fernandez *IDC U.K.*
Lucie Padourkova *IDC CEMA*
Pelin Pirnal *IDC Turkey*
Vida Santos *IDC Middle East, Africa & Turkey*
Jan Sonnek *IDC CEMA*
Jeffrey Hojlo *IDC*
Jorge Vela *IDC*
Sang Jun Kwon *IDC Korea*

1
Brendan Rouse *IDC Canada*
Richard Clarke *IDG U.K.*
Masayuki Shimokawabe *IDC Japan*
Jakub Kadziela *IDG Poland*
Inma Perez *IDG Spain*
Philip Bridcut *IDC U.K.*
Lilian Gassmann *IDC France*
Vladimir Bittner *IDC CEMA*
Jan Brus *IDC CEMA*
Radek Donat *IDC CEMA*
Radim Holek *IDC CEMA*
Hazel Jeffery *IDC South Africa*
Elvira Khapsalis *IDC Central Asia*
Michaela Kralova *IDC CEMA*
Julia Neuschmid *IDC Austria*
Michael Mahan *IDC*
Rita Tseng *IDC Taiwan*

continued from page 3

CEC, IDC collaboration

Partnerships," and divided other tasks between them. "I defined the different criteria while Xiao-Fei leaned on his vendor relationships to craft a really strong report from a vendor's point of view," McGowan said. "We carved out the different explanations for the criteria categories equally as well, giving each other deadlines to move forward."

One of the study's findings was that while seven out of 10 IT leaders are spending up to half their total budgets on external service providers, only one in 10 feel "highly satisfied" with the performance of their most strategic vendors. And fewer than 50% of IT buyers are aware of how their vendors' product roadmaps align with their own technology plans.

The pair completed the report earlier this year. "That's a long cycle by design," McGowan said. "First of all, data — generally speaking, when you get beyond flash polls on breaking news or political polls — has a shelf life of a year. We put a lot of time into this because we wanted to reboot this from the ground up and create something very fresh and original, and that takes time."

Reception of the study was "extremely positive," McGowan said. An article he and Zhang co-wrote on the study has been read several thousand times. "CEC clients have repeatedly referred back to the work," he said. The study was a featured story on a well-known industry blog, and McGowan provided his and Zhang's findings at CIO's CIO Perspectives event in Boston this summer where Editor-in-chief, CIO Events **Maryfran Johnson** also interviewed one of the study's research subjects. McGowan also hosted a webcast on the topic with multiple IT leaders that he said had great attendance and participation.

"I'm extremely open to further potential partnership opportunities," McGowan said. "We were able to draw upon the strengths of our respective organizations in a new and innovative way. We never would have captured the whole story without the equal partnership with IDC."

For more information contact Brendan McGowan. ■

noteworthypeople

Promotions

Keough

IDG Global Solutions (IGS) Project Manager, Events **Caroline Keough** has been promoted to senior director, Program Management and Coordination. "In this position, Caroline will lead the IGS Americas delivery team," said **Andrea D'Amato**, IGS Americas SVP. "Caroline has been an outstanding individual contributor, and she is the stand-out person to lead the team moving forward. She will build on a foundation, focusing on a collaborative approach both within the IGS worldwide structure and across the globe with our partners at the various IDG business units." caroline_keough@idg.com

New employees

Dickson

Frank Dickson joins **IDC**'s Security Products team as research director. Based in Arizona, he was previously cyber security research director with Frost & Sullivan. He earned a B.S. in operations/product management and an MBA from Arizona State University and an M.A. in international management from Thunderbird School of Global Management. fdickson@idc.com

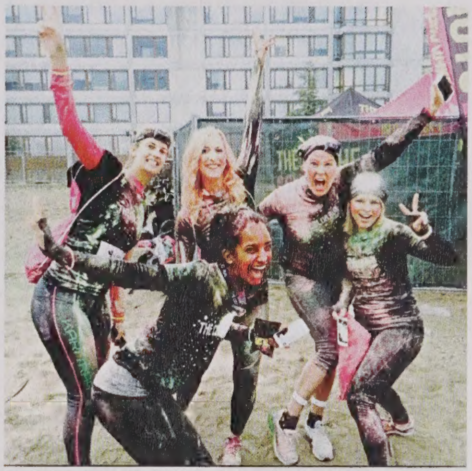
All business units are welcome to send information for hte Noteworthy page to world_update@idg.com.

Be an IDG corporate marketer

Stay up to date on all things IDG by following IDG's corporate social media accounts on Twitter, Facebook and LinkedIn. Get the word out on what's happening by sharing and retweeting.

Swedish colleagues glow with the flow

The IDG Asphalt Kickers get their pre-race colors on.



*Back, (l-r): Agnes Lind (a friend), **Emelie Mårtensson, Emmy Jonsson** and **Anna Nilsson**. Front: **Sidona Tesfai**.*

*L-R: **Emmy Jonsson, Anna Nilsson, Janine Christensen, Sidona Tesfai** (holding phone) and Agnes Lind.*

Five colleagues from IDG Sweden painted the town red — and yellow and green and blue — earlier this month when they took part in the Color Run Night, a 5K "run for fun" more focused on having a great time than winning.

The team "IDG Asphalt Kickers" included **Anna Nilsson**, event director; **Sidona Tesfai**, project manager; **Emmy Jonsson**, tech event manager; **Janine Christensen**, recruitment ads and services; and **Emelie Mårtensson**, account manager.

The race started with a warm-up session where participants got their colors on — "think water balloons but with colors instead of water," explained Mårtensson, while a DJ played music and an instructor led the runners through some stretches. During the race, there was a color station at each kilometer mark, where participants ran through a big cloud of colors, adding to the kaleidoscope of colors runners ended up covered in, Mårtensson said.

"It's a fantastic event that you laugh yourself through. You don't have to be in a good shape, you just come as you are and do what you can and glow with the flow!" Mårtensson said.

Have you or your colleagues participated in activities outside the office? Share some photos and a brief description with World Update.

celebrating20

Michael Wallace

Sales and Business Analysis Manager

IDC

Employees who celebrate two decades of service to the company are recognized with a very special gift from IDG: a 20th anniversary trip to the destination of their choice. IDC's Michael Wallace traveled to Nantucket, an island off the coast of Massachusetts, with his family.

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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thanksto...

..all the colleagues who assisted with this issue:

Tamrah Burh *IDG Corporate Marketing*
Janine Christensen *IDG Sweden*
Sara Fernandez *IDC U.K.*
Mathew Heath *IDC U.K.*
Josh London *IDG Corporate Marketing*
Emelie Mårtensson *IDG Sweden*
Brendan McGowan *CIO Executive Council*
Cheryl Talamini *IDG*
Michael Wallace *IDC*

Date joined IDG

January 2, 1992. Left Sept. 30,1999, and came back May 8, 2000.

Career path

I was one of the first hires (financial analyst) at a newly created business unit called IDG Books (later sold to Wiley & Sons). Then in September 1993, I joined PCWorld to be the sales information manager. After three years, and yearning to be on the East Coast, I interviewed (over the phone) for a job at IDC as a sales analyst. The first time I saw my new boss, CFO **Mark Sullivan**, was my first day on the job. I'm now IDC's sales and business analysis manager.

Why I chose this trip

My three teenage boys had never been Nantucket, and it had been more than 20 years since my wife and I had ventured to the island. But hey, it's an awesome island in the ocean, so my last visit could have been last Thursday and I still would have wanted to go.

Trip highlights

Just because we're on an island, life doesn't stop. It just happens that my eldest son turned 16 during the trip. So, of course, that meant he wanted his driver's permit. We went down to the local Registry of Motor Vehicles and waited in the long line — who am I kidding, we were the only souls in the place — and in about 15 minutes walked out with a newly minted permit. While this wasn't necessarily a highlight for me, I'm sure my son will retell this story for many years.

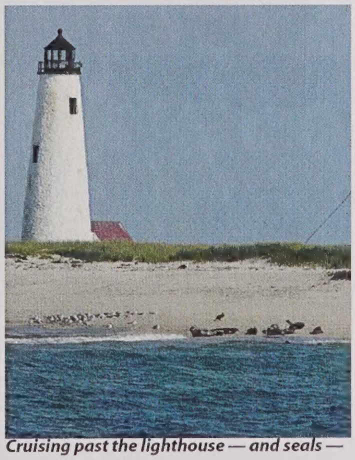
My wife Marian, sons Elijah, Jackson and Spencer and I took a private boat charter off the island — and cooked up the fish we caught.

And no trip to the whaling capital of the world — well, it used to be — is complete without going on a whale/fishing expedition. No whales were spotted, but we did catch our next meal.

Sunset on Madaket Beach.

Another highlight for my soccer-playing boys was attending a week-long soccer camp where they were coached by Tony DiCicco, who, among his achievements, guided the U.S. women's national team to their first World Cup in 1999.

We ventured into the town center a few times to walk on Nantucket's famous cobblestoned streets.



Cruising past the lighthouse — and seals — at Great Point.

IDG World Update

EMPLOYEE NEWS AND INFORMATION

19 SEPTEMBER 2016 | VOLUME 46, NUMBER 38 | WWW.IDGCENTRAL.COM

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CIO 100 Symposium and Awards features new program elements

CIO
100
AWARDS

IDG Enterprise's 29th annual conference and gala awards dinner introduced a format that showcased the projects of more award winners than ever and added sessions involving venture capital companies.

SEE MORE ON PAGE 5

Also inside

IDG Germany's dmexco booth is prime meeting place

One on one: IDC Buyer Behavior Practice VP/ Consulting Partner Allan Fromen

Alliance Marketing Services inks new deal with SAS

On the job: Registration Coordinator

IDG Sweden takes to the pitch to compete in IT Championships tournament in Stockholm.

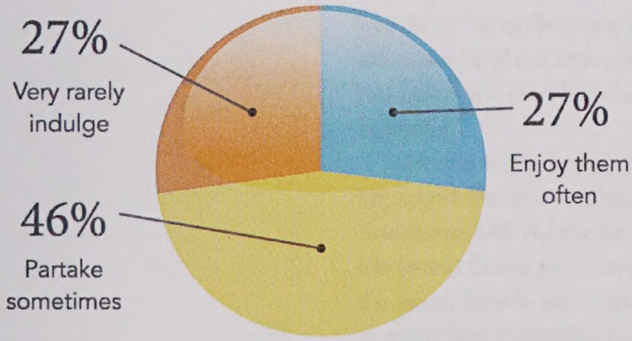
SEE MORE ON PAGE 8

Unsung hero: IDG U.K. Audience Development Editor Christina Mercer is this week's nominee.

SEE MORE ON PAGE 9

Question of the week results

When it comes to desserts, I...



Log on to www.idgcentral.com to vote on this week's question:

Would you use a driverless Uber car?

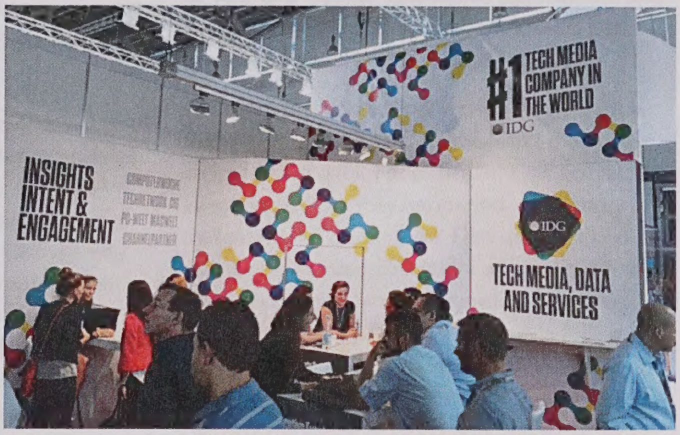
Share your memories of IDG founder Pat McGovern

Patrick McGovern III invites you to share your memories of Pat McGovern, IDG's founder, for an upcoming project. He'd love to film your favorite stories of Pat for posterity. If you are interested in participating, please click on this link to fill out a short form.

IDG Germany's dmexco booth a high-traffic, high-visibility meeting place

> "As we are focusing sales activities and event programs around the CMO target group, dmexco is a perfect hunting ground."
> *Sebastian Woerle*

As it has for the past two years, IDG Germany staffed an exhibitor booth on the floor of what has become one of the world's leading events focused on the global digital economy. This year's dmexco (Digital Marketing Exposition and Conference), held Sept. 14-15, attracted some 50,000 visitors and more than 1,000 exhibitors to the Koelnmesse in Cologne, Germany.

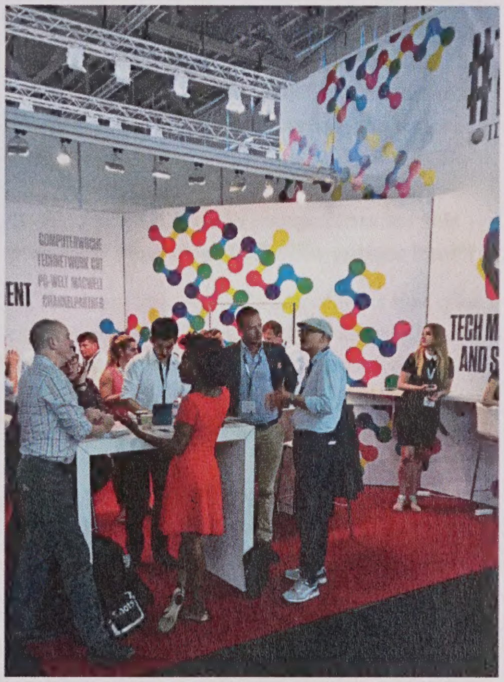

#1 TECH MEDIA COMPANY IN THE WORLD
IDG
INSIGHTS INTENT & ENGAGEMENT
IDG
TECH MEDIA, DATA AND SERVICES

Eight members of IDG Germany's sales team conducted more than 180 meetings over the two days of dmexco.

"Within just a few years, dmexco has developed into the most important meeting point for the global digital economy," said **Sebastian Woerle**, associate publisher, VP sales at IDG Germany. "This is where visitors can conclude business deals, make valuable new contacts and evaluate business ideas. The expo presents all the relevant brands of the digiconomy. The focus is on dialogue — and that certainly pays off."

Woerle said it is important for IDG to have a presence at dmexco as it is used by many agencies to show and educate their clients on latest trends in the online business. "In order to get those appointments it is necessary for us to have a booth and be able to facilitate those meetings," he explained, adding that for those two days, "all of Germany's media businesses are onsite, and our attending as an exhibitor has become a mandatory expectation by some agencies."

Noting that many of the company's most important clients — including IBM, Microsoft, Salesforce, SAP Hybris, Accenture, Oracle Marketing Cloud and Demandware — exhibit at the expo, Woerle said "dmexco is a good place to meet their marketing people. And, as we are focusing sales activities and event programs around the CMO target group, dmexco is a perfect hunting ground."



*IDG U.K. Publishing Director **Simon Jary** (far left) and IDG Germany Director, Business Development, **Ole Evers** (blue shirt) chat with visitors to the IDG booth.*

In addition, Woerle said colleagues attend the conference program to learn latest developments in the industry and hear from a global lineup of top speakers.

IDG Germany's eight sales colleagues conducted more than 180 client and agency meetings over the two days, Woerle said. And its booth was also used by IDG colleagues from the U.K. and Sweden for meetings, further showcasing IDG's international presence.

For more information, contact Sebastian Woerle. ■

OneonOne

Allan Fromen

IDC

The vice president and consulting partner of IDC's Buyer Behavior Practice is this week's columnist. Reach him at afromen@idc.com.

> "A client may be interested in how the market perceives their brand relative to competition and how they can create impactful messaging that will break through the clutter. The Buyer Behavior Practice uses innovative primary research techniques to uncover the answers to these questions."

Q Simply stated, what's the Buyer Behavior Practice?

A At a high level, the Buyer Behavior Practice uses custom primary research (surveys, interviews, etc.) to deliver actionable insights that answer critical questions for a client about their markets and prospects.

To explain further, IDC obviously provides a wealth of data via its syndicated services. But sometimes a company needs to go deeper. For example, they may need to understand how to price a new solution in order to maximize sales. Or they may be interested in how the market perceives their brand relative to competition and how they can create impactful messaging that will break through the clutter. The Buyer Behavior Practice uses innovative primary research techniques to uncover the answers to these questions.

Q What are some examples of how a buyer behavior study has benefited a customer?

A One example I'm quite proud of is a project we did for one of the largest IT companies in the world. They were coming out with a new solution but did not know how to price it or package it into a specific offer. We utilized a Discrete Choice Method (DCM), which is a derivative of the classic Conjoint Analysis. Not only did we identify how they should bundle the solution into an offer that was most attractive to the market, but we realized that customers were willing to pay for the option that the company intended to offer for free. Long story short, we convinced them to forgo the freemium option and charge even for the basic service. Even though senior executives were convinced freemium was the right approach, they were eventually swayed by the data. The project was so successful that the client wrote back two weeks after launch and said they already had hundreds of paying customers.

Another cool project was a brand study we conducted for a cloud company. We identified key attributes that the company "owned" — meaning where they were really strong in the eyes of the market. This same study also identified a specific segment of the market most open to the company's brand and value proposition. The company internalized these insights and completely redesigned their website and marketing to emphasize the owned attributes and focus on the segment most receptive to their messaging. This will culminate in a new multi-million dollar ad campaign — the largest in the company's history — that will include signage in JFK International Airport, bus wraps in New York City and multimedia messaging.

Q Are there some innovative approaches and solutions for customers and prospects that you're particularly enthusiastic about?

A Given my background in psychology, I know that asking questions is an imperfect medium for collecting data. For example, I will not recall events exactly as they happened, as memory is malleable. For that reason, I am really excited about passive data collection, where we can see what people did, where they went, what they bought, and so on. This is all done via folks who have allowed (via an opt-in) their digital behaviors to be collected anonymously. We've experimented with passive data collection methodologies, but, for now, they are mostly applicable for consumer research.

We are also exploring communities, which are groups of pre-recruited individuals who can provide feedback in real time. This cuts down on recruiting time and also allows for longitudinal analysis.

Q Who are IDC's main competitors for this program? How does IDC differentiate itself?

A There are literally hundreds of firms that offer custom primary research to the market. IDC's differentiation is two-fold. One, we have IDC analysts, who live, breathe, and sleep the specific technology or industry area they cover. Whereas our competitors may be experienced in primary market research techniques, they are generalists and do not have renowned subject matter experts like we do at IDC. Second, for a given project, IDC often has already published syndicated data on a related topic, or we have done some pertinent custom analysis. One of my favorite words to explain our unique value proposition is triangulation. While all Buyer Behavior projects involve new primary research, those targeted data points are triangulated and synthesized with IDC's existing knowledge base to deliver true actionable insights.

Q Is there anything new ahead for FY17?

A I'm always looking for new methodologies. Right now, I am really interested in prediction markets. About 10 years ago, I read a book called *The*

continued on page 7

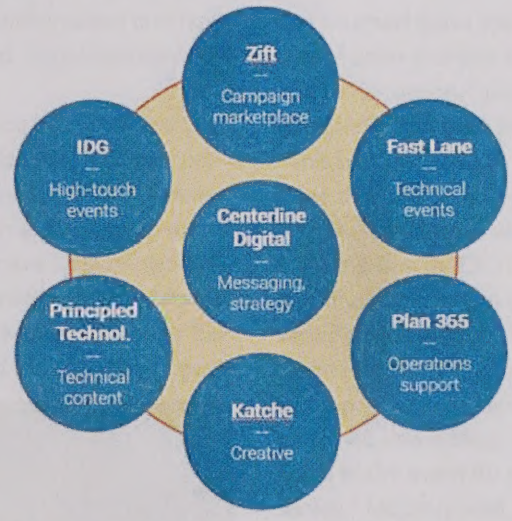
IDG's track record with custom events, alliance marketing leads to new SAS business

IDG's growing expertise in providing alliance marketing services for vendors that collaborate within a partner ecosystem — channel partners, technology alliances or strategic partners — recently led to IDG being selected as the preferred worldwide custom events provider for a new client, SAS/Partners.

While IDG has had a long relationship with SAS in terms of corporate marketing, that didn't necessarily influence the partner side, said **Michael Latchford**, VP/Alliance Marketing Services (AMS) at IDG Enterprise. "I've found that there are decision makers on the alliance side who are completely separate from a vendor's marketing department and have their own budgets. The key is finding out who these influencers are and developing a relationship with them."

The new SAS/Partners deal developed through prospecting. As he has done before with other potential accounts that AMS had not worked with previously, Latchford turned to LinkedIn to find out who at SAS would have a relevant title, such as alliance manager/director, partner marketing manager/director or channel marketing manager. This past April he connected with the alliance director who said he was new in that role and would be able to talk more in another month.

At that next call, Latchford said he didn't use his typical approach of sharing PowerPoint slides during his pitch but simply talked through AMS's track record, IDG's strong brands and services and its global footprint. A series of calls later, in which the alliance director still didn't share his thoughts on potential projects, culminated in early June when Latchford learned SAS was taking a centralized approach to manage, activate and execute partner activities from the U.S., with a global reach, and was seeking vendors with different areas of expertise to help with this initiative.



IDG is one of several providers working with SAS to help the company manage, activate and execute partner activities.

"He thought that IDG would be a tremendous player to support SAS and partners with partner events. The fact that we have a dedicated team working with partners, and a significant event portfolio on the custom side, was key to this win," Latchford said.

IDG will be the exclusive provider of high-touch events for C-level audiences that will serve to unify SAS's messaging around its new SAS Analytic Modernization program strategy. These will be small, intimate gatherings in private settings with up to three SAS partners; formats will be either roundtables during the day or dinners in the evening. Content will be a panel discussion moderated by an IDG-affiliated moderator. The total number of events has not yet been determined but will be "extensive," Latchford said, and the aim is to have some U.S. and Europe events starting in November, with the majority to take place in SAS's FY17. IDG Global Solutions SVP/**Andrea D'Amato** and EMEA Events Director **Briony Rowe** will be involved to support SAS on their events that will be held outside the U.S.

Latchford

Latchford recently learned that SAS/Partners plans to use IDG for other marketing services and demand generation initiatives during the course of the agreement.

"Year-on-year spend with SAS has increased for three years in a row, and this new partnership sets us up nicely to continue that trend," said IDG Enterprise Account Director **Matt Wittringham**, who manages IDG's corporate marketing activities with SAS. "While we have made some inroads on a worldwide scale with SAS, this Global Alliance Partnership will only increase our global opportunities. We are definitely looking forward to a continued successful partnership with SAS in FY17."

Write to Michael Latchford. ■

IDG Enterprise introduces new program elements for CIO 100 Symposium and Awards

IDG Enterprise implemented some new content and marketing approaches for its 29th annual CIO 100 Symposium and Awards Ceremony, held Aug. 14-16 at the Terranea Resort, Rancho Palos Verde, Calif. The event drew 395 qualified attendees, a 10% increase from 2014, the last time IDGE hosted the CIO 100 in California.

The CIO 100 Awards honor 100 companies that have distinguished themselves by creating business value through the innovative use of technology. CIO also inducted seven members into its Hall of Fame, which celebrates the people whose technology leadership has shown creative vision and demonstrable business impact.

The conference theme, "Customers in Control: the Race to Innovate," looked at how the customer experience — once the sole domain of marketing and sales — now also belongs to IT leaders. The agenda focused on how companies with the most strongly aligned, collaborative senior executives will be the ones outpacing their rivals in the race to digitize business. Attendees explored issues such as how IT organizations can do a better job of innovating and driving business transformation and how CIOs can unify their C-suites around digital strategies that assure greater success.

For the first time, the conference included sessions called CIO 100 Winner Lightning Rounds. Host and producer **Maryfran Johnson**, editor-in-chief of CIO Events, focused each session around a theme: "Changing the Customer Conversation with Predictive Data Analytics," "Delivering Real-Time Business Benefits with the Internet of Things," and "Transforming the Mobile Customer Experience." "Maryfran invited award winners with projects that touched these themes to each give a seven-minute presentation and join a panel with their fellow winners for further discussion," said **Anne McCrory**, IDG Enterprise Group VP, Customer Experience and Operations, Events. "This brought nearly a dozen award winners to the stage, more than we have been able to feature in the past."

CIO
100
AWARDS

*The IDG Enterprise Events team dressed for success at the CIO 100 gala. (L-R): **Deb Begreen**, senior director, Events; **Erica Foster**, senior manager, Executive & Custom Client Services; **Mollie Moran**, event content specialist; **Anne McCrory**, Group VP, Customer Experience and Operations; **Maryfran Johnson**, editor-in-chief, CIO Events; **Adam Dennison**, SVP, general manager, IDG Events and publisher, CIO; **Brittany Angel**, registration coordinator; **Shay Egan**, senior event planner; and **Lissa Piscopo**, event planner.*

CIO
100
AWARDS

*IDG Enterprise's **Maryfran Johnson** and **Adam Dennison** await the end of the toast given by Avon Puri, VP/Business IT, of underwriting partner VMware.*

The conference also included two sessions by invitation only, one for CIO Executive Council members and the other a custom event with IDG Ventures. In the first, venture firms brought in portfolio companies to talk about their technology and network with attendees. The other involved a venture capital firm, Lightspeed, that focused on speed networking. "These were mentioned as highlights of the event for a number of folks in our feedback survey," McCrory said.

On the marketing side, IDGE set a higher goal for attendee revenue and established a number of price points during the run-up to the event for non-winner attendees. McCrory said Marketing Manager **Kristin O'Connell**'s skillful tactics on that front led to achieving 300% of the original revenue goal. The conference sponsors were led by underwriting partner VMWare and supported by 11 corporate partners, four emerging partners and research partner IDC.

Write to Anne McCrory. ■

Job Spotlight

On the job: Registration Coordinator

The past few years have seen huge changes in the media space. These changes have resulted in the creation of new jobs with unfamiliar-sounding titles and the retooling of old jobs to incorporate new skills and ways of doing business. IDG World Update's occasional Job Spotlight series is designed to provide insight into what

Name
Cheryl Barrett, IDG Enterprise

What does a registration coordinator do?
As one of two IDG Enterprise registration coordinators, I build and maintain the registration web pages and handle customer service emails and telephone calls. I also oversee the onsite registration and customer service desks at selected events throughout the year. I support the event marketing campaigns by testing and deploying emails and updating and maintaining event websites.

The services I provide and who my customers are
I deliver registration services for a technology event — whether it's a dinner, roundtable, keynote or cocktail party — making sure that all of the attendees, speakers, sponsors and staff members have their proper registration badges and event pamphlets. My primary customers can be external — which would be our clients, making sure that they are happy with their event — and they can also be internal customers — my colleagues, making sure that everyone's parts of the puzzle match up, and we are all on the same page.

Key skills required for my job
Customer service, of course, and being able to multitask between multiple events. We can work on eight to 12 events at one time, and the sizes of them vary from 10 to 250 attendees.

A typical day
A typical day can consist of vetting the attendees for multiple events — which involves making sure that the attendees meet the qualifications for the event; on the registration page it states what job titles are and are not allowed but sometimes attendees are so excited to go to the event they do not read the small print — setting up the shipments of the registration materials for multiple events to printing out the badges, table tent cards and reminder cards for an upcoming event, which can number in the hundreds.

Best part of my job
Working with a great team here at IDG Enterprise. Everyone helps one another, even if it's not their role or they're strapped for time.

Most challenging part of my job
I think the most challenging part of my job is when I am onsite at an event and have to decline an attendee because they do not meet the criteria of the event. Sometimes these are new attendees who hear about the event from colleagues and just show up without registering online. And while all attendees are vetted before the event some people misinterpret the 'We have received your registration' email as a 'You can come' email, or someone will say, "Well, my colleague is here, why can't I attend?" This is where my customer service kicks in full blast to try and make the attendee understand and realize that there are other IDG events that they might be interested in.

*Registration Coordinator **Cheryl Barrett** joined IDG in June, 2015.*

How I got involved in this career
I love working with people and assisting them in any way I can. Back in 2000 I had a great opportunity to temp for Key3Media Events, Inc., also known as Ziff Davis, and through that temporary position I was offered a full-time position and loved the experiences I had then and am still having now. I enjoyed watching how an event evolves, from the marketing information, getting speakers and sponsors to receiving registrations of attendees, wanting to learn more about the event and then seeing everyone come together.

What my colleagues would be surprised to learn about me
I am one of the leaders of a liturgical dance group at my church. ■

noteworthypeople

New employees

Georgescu

IDC Romania's new country manager is **Alina Georgescu.** Previously country manager of business partner organization for IBM Romania, she holds a diploma in social studies and an M.S. in human resources management from the University of Romania in Bucharest. Away from the office she enjoys running marathons, duathlons and triathlons. ageorgescu@idc.com

PETER SHORT

Reitchel

Paul Reitchel joins **IDC Framingham** as a systems administrator, coming from Worcester Polytechnic Institute (WPI) where he was a Linux systems administrator. A graduate of WPI, he has a degree in information systems and enjoys riding motorcycles and spending time outdoors. preitchel@idc.com

Manfroni

Also new at **IDC Framingham** is Marketing Specialist, Demand Generation **Christina Manfroni.** Previously a sales trainer with Sovos Compliance, she holds a degree in marketing from Babson College in Wellesley, Mass. In her free time she enjoys cooking and outdoor activities. cmanfroni@idc.com

All IDG and IDC business units may send promotions and new hire information for the Noteworthy page. Write to world_update@idg.com.

In memoriam: David Bradshaw

David Bradshaw, research manager at IDC's European Services research group in London, died on Aug. 11 after a six-year battle with cancer. He leaves his wife Qing and son William, age 17.

Bradshaw joined IDC in 2008 after a 16-year career at Ovum and established himself as a world-class expert on cloud services and worked closely with fellow IDC researchers across the globe.

IDC U.K. colleagues **Douglas Hayward, Marianne Kolding** and **Philip Carnelley** wrote a tribute to Bradshaw, saying in part:

"David was known for lateral thinking and creativity and for a refreshing willingness to challenge accepted wisdom. He will be remembered as a clever, funny, creative, hard-working and, above all, caring colleague. Although he was obviously weakened physically by his illness, to the end he was his usual self, cracking jokes, asking for gossip and incurably interested in the world around him.

"He would always reach out to help colleagues who needed assistance for whatever reason, and his self-depreciatory humor masked a great intellect and immense knowledge of his industry. He wanted the world to be a better place."

Read the remembrance on the IDC U.K. blog.

***David Bradshaw** worked in London and for a time in Framingham during his IDC career.*

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

27

Kevin Greene *IDG Strategic Marketing Services*

19

Barbara Hall *IDC Canada*
Johanna Ambrosio *U.S. Media*

17

Chris Sullivan *IDC Canada*
Wesley Dotts *IDC*
Thomas Mainelli *IDC*

16

Sara Scogland *IDG Human Resources*

14

You Sook Hong *IDC Korea*

11

Dana Zahorovska *IDC CEMA*

9

Harish Nanjundappa *IDC CCR (India)*

8

Kelly Quinn *IDC*

7

Michael DeHart *IDC*
Zulfiya Getmanchuk *IDC Central Asia*

6

Daniel-Zoe Jimenez *IDC Singapore*
Hui Long Ooi *IDC Singapore*

5

Vidhika Sehgal *IDC Singapore*
Brendan McGowan *CIO Executive Council*
Jingwen Li *IDC*
Lauren Yanuskiewicz *IDC*
Caroline Askheim *IDG Sweden*

4

Jiri Rybar *IDC CEMA*
Ayesha Salim *IDG Connect*

3

Hong Lu *IDC China*
Libor Dvorak *IDC CEMA*
Tolga Yalcin *IDC Saudi Arabia*
Matthew Ramsey *IDG Global Solutions*

2

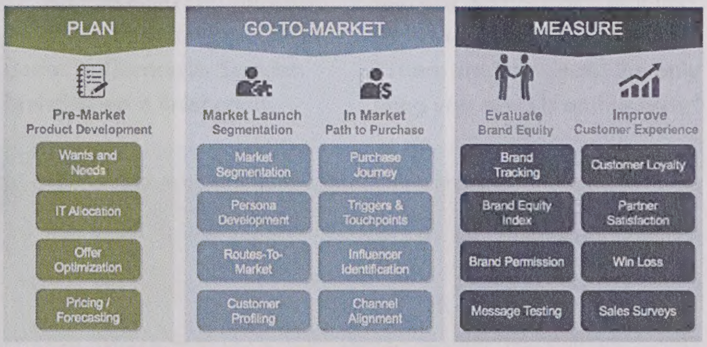
Anne Tang *IDC Singapore*
Malak Al Hassan *IDC Saudi Arabia*
Jean Francois Segalotto *IDC Spain*
Damian Madden *IDG Connect*

1

Emma Liu *IDC Taiwan*
Janet Wyles *IDG Corporate Marketing*
Brittany Angel *U.S. Media*
Neil Glass *U.S. Media*
Miguel Garcia Seijas *IDC Spain*
Kristina Kuznesova *IDG U.K.*
Samantha Kimber *IDG Connect*

continued from page 3

One on one


PLAN
GO-TO-MARKET
MEASURE
Pre-Market
Product Development
Wants and Needs
IT Allocation
Offer Optimization
Pricing / Forecasting
Market Launch
Segmentation
Market Segmentation
Persona Development
Routes-To-Market
Customer Profiling
In Market
Path to Purchase
Purchase Journey
Triggers & Touchpoints
Influencer Identification
Channel Alignment
Evaluate
Brand Equity
Brand Tracking
Brand Equity Index
Brand Permission
Message Testing
Improve
Customer Experience
Customer Loyalty
Partner Satisfaction
Win Loss
Sales Surveys

IDC's Buyer Behavior Practice helps clients grow their business by helping them gain deep insights into their brands, product development, customers/prospects and buying triggers.

Wisdom of Crowds. I've also been studying the work of Philip Tetlock, who examines how bad so-called "experts" are at predicting anything. These two concepts have convinced me that the crowd — meaning the collective judgment of many informed individuals — is the best way to predict success. There are some start-ups that allow companies to run prediction markets to tap into the wisdom of crowds as a means of predicting sales or selecting which product to launch. My hope is to launch a pilot in 2017, and, if it is successful, perhaps offer it to clients as another way to gather critical insights. ■

IDG Sweden staff takes to the pitch

IDG Sweden soccer enthusiasts (and a couple of friends) strapped on their shin guards earlier this month to play in the IT Championships. The day-long tournament for local IT companies, organized by Selected Sports, had two groups of six teams playing 16-minute matches.

The four best teams from each group went on to the quarterfinals at Stockholm Stadion, the Olympic stadium from the 1912 games.

"We played five matches in the group stage, with two victories, one draw and two defeats," said IDG Sweden Journalist **Joakim Arstad Djurberg**. "We finished third in the group, but then we lost in the quarterfinals against Caperio, who later won the trophy. We felt like the moral fourth-place finishers, since we only lost to the teams that finished first, second and third."

Djurberg said IDG Sweden was the only media company in the tournament; the others were mostly resellers and consultant companies in the B2B sector, service providers and vendors.

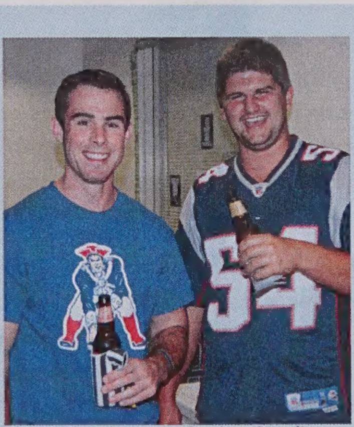
"The day is a good opportunity to meet people from the Swedish IT industry in a nice and relaxed, but yet a little competitive, atmosphere," he said.

IDG Sweden competed in the IT-SM tournament in 2014 under its Computer Sweden brand when it finished in second place. It also fronted a team one year for an IT-SM ice hockey tournament. Djurberg said any IDG Sweden employee is welcome to join a team. "There are no tryouts; the only thing you need is enthusiasm."

*Back row (l-r): Webbdagarna Marketing Manager **John Sundström**, Journalist **Joakim Arstad Djurberg**, Account Manager **Oscar Rogstedt**, Features Editor **Erik Hofslagare** and Mattias Minati. Front row: Andreas Lifbom, Publishing Director **Joakim Allwin**, CCO **Per Danielson**, Account Manager **Magnus Håkansson** and Journalist **Mattias Malmqvist**.*

Huddle up!

Football was front and center at the latest "Meet Your Neighbors" themed gathering earlier this month at 492 Old Connecticut Path in Framingham, Mass., with chicken wings, chips and dips and other tailgate fare in ample supply. The host departments included IDG Strategic Marketing Services, IDG Connect, IDG Research and IDG Enterprise Services Group.Community Action Board coordinators for the event were SMS Project Manager **Alison Lutes**, IDG List Services Account Executive **Kim Pisano**, IDG Digital Media Group Operations Manager **Kristina Clark**, IDG Enterprise Senior Accounting Specialist **Jen Appleton** and Digital Account Services Coordinator **Dan Hawkins**.



*Above: Digital Account Services Coordinators **Pat Casey** and **Derek Hopkins** show their New England Patriots pride at the gathering, which was publicized with posters reading "IDG frees Tom Brady." Right: Colleagues dig into the tailgate fare.*

unsunghero

Christina Mercer

Audience Development Editor

IDG U.K.

IDG U.K. Editorial Director Matt Egan *named Audience Development Editor* Christina Mercer *his team's Unsung Hero. "Christina is a shining example of the benefits of employing bright young people and giving them space to succeed," he said. "She is creative, analytical and has an unsurpassed work ethic. Christina is responsible for much of the audience growth achieved by our Enterprise sites in the past year but is a generous team player who shares credit and skills and makes the workplace fun and energetic."*

Home
London

Title
Audience development editor

Primary job responsibilities
Alongside my role as a journalist with Techworld, Computerworld U.K. and CIO U.K., I am responsible for analyzing visitor data, searchable keywords and general tech trends to create and update articles that drive audience development. In addition, I oversee Techworld and Computerworld U.K.'s social media accounts with the aim of grabbing the attention of miserable commuters between their angry tweets to Transport For London (the local government body responsible for the transport system in greater London – ed).

Three things I do in a day's work
I look at what tech topics are trending and update any relevant stories, write an article for the Enterprise group based on the previous day's data analysis and schedule social posts.

What I love most about my job
Updating and creating articles to meet daily and ongoing trends means that sites are always up to date and can continue to grow their audiences. It's such a great feeling to see the audience base and engagement grow from a relatively small change. But, really, what I love is the amazing people I get to work with. And the mandatory Wednesday afternoon Sambuca shots.

LEWIS PAINTER

***Christina Mercer** joined IDG U.K. in October 2015.*

Latest accomplishment
I don't think convincing a respected IDG U.K. journalist to consume 1.6 kg of yogurt (3 lb.) is an acceptable answer, so I'd say our traffic has grown tremendously so far this year, and my part in this team effort, while not perhaps the latest, is definitely an accomplishment.

Career highlight
Establishing myself as a valuable member of the team, getting to know each brand and creating articles that drive our KPIs has been a very broad but great career highlight for me.

What I'm doing to be a better employee
I'm constantly on the lookout to improve my skill set, whether it's getting to know a new analytics tool or shamelessly copying the successful methods used by other brands and applying it to my own.

Interests outside the office
Most activities involving the theater, eating and drinking I enjoy. And cage fighting.

What others can't tell just by looking at me
I know all the words to Run D.M.C.'s "It's Tricky."

Do you know a person whose quiet contributions help ensure the success of the whole group? Write to IDG World Update.

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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thanksto

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IDG World Update

EMPLOYEE NEWS AND INFORMATION
5 SEPTEMBER 2016 | VOLUME 46, NUMBER 37 | WWW.IDGCENTRAL.COM

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IDG India invites readers, vendors to create content for CSO brand

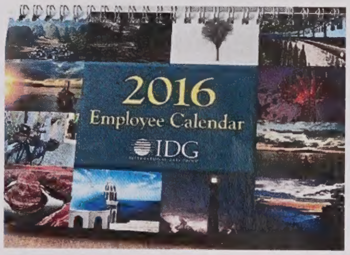
For a membership fee, vendor customers and prospects who are Alliance Partners can use IDG India's CMS to publish content to the new CSO site; articles have a "partner content" label and have some editorial review.

SEE MORE ON PAGE 2

Also inside

One on one: IDC SVP/EMEA Region and Managing Director/CEMA Region Steven Frantzen

One the job: Campaign Executive, IDG Connect International



Just two weeks left to submit photos and vie for prize money and worldwide fame.

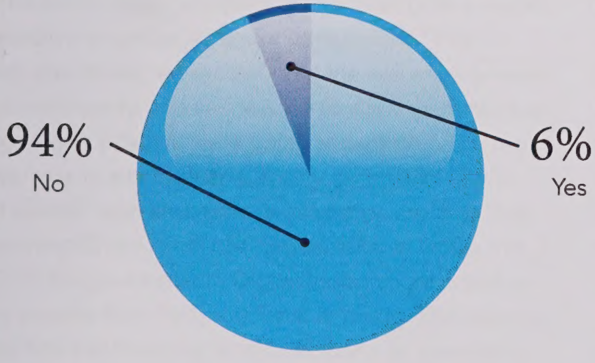
SEE MORE ON PAGE 7

Employees meet, greet and eat at Beach Blanket Bingo in Framingham and Bake Off in San Francisco.

SEE MORE ON PAGE 8

Question of the week results

Do you use a selfie stick?



Log on to www.idgcentral.com to vote on this week's question:

When it comes to desserts, I usually...

CLICK HERE

One building, two Swedens

*IDC Sweden relocated to a new address last week, setting up shop in the same location that IDG Sweden had moved into earlier this year. The media neighbors welcomed their research brethren with a festive celebratory toast and some get-to-know each other time. IDC staff in front (l-r): Account Manager/Events **Thomas Karlsson**, Senior Account Manager **Johnny Cederholm** (white shirt), Senior Account Manager **Göran Masman**, Research Manager **Johan Hallberg** and IDC Nordic Managing Director **Per Melker**. IDG Enterprise Publishing Director **Joakim Allwin** is at right. Not pictured from IDC Sweden: Head of Research and Consulting **Jason Andersson**.*

IDG India invites readers, vendors to participate in creating content for new CSO brand

With the July launch of CSO, IDG India becomes the latest IDG media group to add a security brand to its portfolio. And while the site closely resembles its U.S. sister site, it is built around a unique business model that aims to foster a community among all security-connected individuals in the local market and leverage the expertise of readers and vendors alike.

"The growing importance of security has been a key focus of the last few International Managers Meetings and [CEO] **Michael Friedenberg** has highlighted it as a big opportunity for IDG," noted IDG India President and CEO **Louis D'Mello**. "Locally, too, when we tracked the subject most read across our sites, security was a clear winner amongst the tech terms."

As companies continue to embrace digital transformation, the rise of social, mobile and cloud technologies continues to introduce new security challenges, D'Mello said. "Enterprises across industries are excited by the potential of digital transformation but are equally apprehensive of increasing business risk. Many organizations now recognize the need for specialists to deal with security, highlighting the role of the CSO, which had previously been quite obscure."

Noting that there were a few local security-specific websites and events in India but none with significant revenue support, D'Mello said, "our challenge became how to marry reader interest about security with a sound business model."

The team closely analyzed its role from both a reader perspective as well as a vendor perspective. "From a reader standpoint, we realized that the real experts were in the community, and we needed to allow them to have a large say in what we were going to publish." The team's answer was to establish an advisory board with CISOs from several large enterprise organizations such as Tata Motors and Bharti Airtel (the largest telco in India), the CISO of the government's Digital India Program and security experts from PwC and Ernst & Young. The advisory board first and foremost lends credibility by association but also functions as a sounding board for what content should get focus on the site, D'Mello explained.

Among the IDG India staff responsible for its new CSO brand are (l-r): ***Naveen Singh, Sudhir Kamath, Louis D'Mello, Shantheri Mallaya, Rupesh Sreedharan*** *and* ***Yogesh Gupta.***

But the bigger change the team adopted was its approach toward vendors. "We realized that as marketers embrace content marketing and evolve as publishers in their own right, there was an opportunity to embrace them and provide a common publishing platform for them. Especially in the security arena, we realized that vendors invest heavily in creating and publishing white papers and research findings that readers value."

And so D'Mello's team approached its vendor customers and prospects as experts and offered them an opportunity to collaborate with CSO as Alliance Partners. For an annual membership fee (approximately US$3,750) an Alliance Partner can use IDG India's CMS to publish an unlimited amount of relevant content to the CSO site. All stories are uploaded to the CMS and run through the copydesk in the same manner as regular stories generated by IDG India journalists. "IDG editors monitor relevance and enhance SEO and quality where required," D'Mello said. All partner contributed articles are identified with a "partner content" label that includes the company name.

> "We realized that as marketers embrace content marketing and evolve as publishers in their own right, there was an opportunity to embrace them and provide a common publishing platform for them."
>
> Louis D'Mello

The concept has been well-received so far with 10 vendors signing on to date. The group includes a mix of big names such as Symantec, Forcepoint and IBM, as well as smaller local security solution providers.

"The idea behind building Alliance Partners was to get

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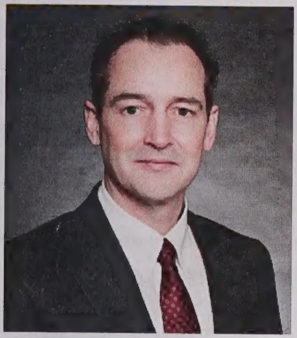
OneonOne

Steven Frantzen

IDC



IDC's SVP/EMEA Region and managing director, CEMA Region is this week's columnist. Reach him at sfrantzen@idc.com.

> "Our overall market positioning is really a remarkable achievement in our industry — no other provider can match the breadth and depth of our coverage."

Read this column online on IDG Central for more insight into how the economic and political environment in EMEA may impact IDC's business.

Q How are your regions performing so far this fiscal year?

A Given the wide number and variety of IDC businesses in EMEA and the region's very diverse and often complex business environment, EMEA overall is actually doing very well in FY2016, with year-to-date (as of July) revenue growth of 9% and more than 15% growth in profit year over year. In fact, we can be very proud of the fact that despite the challenging economic and business environment (and often political) in a number of countries and sub-regions, we are seeing a fairly consistent positive performance among most business units.

Our Western European sub-region in particular is experiencing a third consecutive year of strong double-digit growth in bookings and profit and now represents one of the most dynamic regions in terms of IDC's business worldwide. Our teams are doing an excellent job of expanding the business by capitalizing on in-region opportunities, entering new market segments and attracting new customers for practically all lines of business. Our business in Central/Eastern Europe (CEE) continues to recover despite the continued fallout from the economic crisis in Russia/CIS region, and it will finish the fiscal year with one of the highest profit margins ever recorded for the region. Here our teams are doing a very good job of repositioning their organization, strategy and branding to focus on new opportunities and customer segments, including end users. After five consecutive years of very dynamic and extraordinary growth our business in Middle East/Africa (MEA) has slowed markedly this fiscal year in the wake of lower oil/gas prices and regional economic and political uncertainty, which have undermined ICT investment and development plans in key sectors (e.g., government) and negatively affected our regional business and that of our customers alike. This said, our MEA business remains quite profitable, and we are well positioned to resume growth once the region's economy begins to improve.

Of course, financial performance is just one measure of our success this fiscal year. Equally important is the continued progress we have made in implementing a multi-year strategy to reposition our business and revamp our market profile to address the changing requirements of our customers and future growth opportunities. Our teams are doing a good job in expanding coverage of new industry topics and geographies, strengthening our thought leadership capabilities and improving our relevancy for ICT vendors and users. It is also worth noting that among ICT industry advisory providers we continue to field the largest presence in EMEA with 32 offices, as well as the most extensive coverage, including quarterly data tracking of 60 countries, ICT marketing sizing of some 78 countries and events being held in more than 50 countries. Our overall market positioning is really a remarkable achievement in our industry — no other provider can match the breadth and depth of our coverage.

Q Where do you see the future growth of IDC's business in EMEA?

A As we well know from our industry, the business world is on the cusp of a major period of disruption, transformation and reinvention, ushered in by digital technologies. Given the critical importance of ICT to every industry today, I can see growth opportunities throughout EMEA for every line of business and at every geo level (regional, country, etc.), and despite the positive growth trends of the past several years, in many respects we are still undersized compared to the overall opportunity and addressable market and even more so when end users are added into the business mix.

While we are well entrenched among many of the larger ICT vendors, a lot of the future growth in our vendor business will stem from many of the new suppliers emerging on top of what we at IDC call the 3rd Platform (cloud, Big Data, mobility, social), as well as all of those new companies which are beginning to populate the evolving ecosystems around newer technology areas such as the Internet of Things (IoT), cognitive systems, robotics, 3D printing, artificial/virtual reality devices, etc. To this end, we already have efforts under way to improve sales segmentation while investing in sales capacity and specific expertise to cover new logos and customer segments. We are also looking to go deeper into many of our larger customer accounts by directly engaging with business unit managers and various job functions (e.g. sales, marketing) in an attempt to tap into non-market intelligence budgets and address various customer needs, particularly around go-to-market services and sales enablement.

Along with sales we are also investing heavily in new research coverage for both content and data to support longer-term business growth. In fact, when one considers our robust research methodologies and processes along with all of the potential new topics subsumed under Digital

continued on page 4

continued from page 3

One on one

Transformation we have a significant opportunity to continue growing our core research business through new coverage, even as the demand for some of our services around traditional ICT wanes. Over the past several years we have launched a number of new content and data tracking services across all three regions covering the cloud, mobility, IoT, Big Data/analytics, 3D printing and cognitive systems, while establishing specific research practices for security and channels. Moreover, we continue to refine and extend our current suite of data services by adding more detailed segmentation, new modules and new geographies and are now evaluating possibilities of supplementing our portfolio with sales-out data tracking.

A related source of growth is consulting, which consists of single client custom engagements to address specific customer requirements. Given our expanding research coverage, extensive consulting capabilities and country office network we are well-positioned to support ICT vendors in their various go-to-market activities across EMEA. We have more recently added specific expertise and established practices in areas like sales enablement and business value to support our longer term growth strategy for consulting.

> "We are regularly undertaking steps to maintain our competitiveness by diversifying the [events] portfolio, adding new types of deliverables, offering new content and themes and targeting new segments."
>
> *Steven Frantzen*

Events represent another integral part of our growth strategy and are an important differentiator throughout EMEA when it comes to our marketing services' support for vendors. Given our capabilities, country office network and expanding reach among senior ICT executives we remain confident in our ability to continue growing this line of business, and we regularly take steps to maintain our competitiveness by diversifying the portfolio, adding new types of deliverables, offering new content and themes and targeting new segments.

We also have high expectations for the regional implementation of IDC's newer user advisory business (I Executive Products: IEP) as a source of future business growth, both in terms of our expanding syndicated offering and custom engagements. Although we are in a very early stage of our efforts here, we anticipate a doubling of bookings from specific end-user services in FY2016, with projected sales across EMEA of nearly $3 million. Our C-level executive events represent an important access point for the IEP business.

I should also mention the government segment as a growth opportunity, ranging from engagements with the European Union (EU) to activities supporting governments in CEE and MEA with their national development strategies. Our dedicated EU team is already undertaking efforts to scale up the number of annual project engagements with the EU, and our strong track record in working with governments, particularly in MEA, gives us a solid basis for future projects around national skills development, economic diversification, ICT industry development, etc.

Q Can you give us a view of ICT in Africa? What segments are growing, and are more IT vendors getting a foothold there?

A Of the many sub-regions in EMEA, Africa holds the most longer-term promise, given population and economic growth trends. According to reports on worldwide population trends, by 2050 Africa's population will more than double and account for 1 in 5 people in the world; Nigeria will surpass the U.S. in terms of population size; and Africa will be home to seven of the most populous 20 countries in the world.

Population, however, is not always economic destiny. While we can expect that demographics will drive long-term economic growth and go a long way in shaping ICT investment and trends, the reality of the region's ICT market for the foreseeable future is a combination of lower per capita ICT outlays, lower ratios of ICT spending to GDP and an enduring gap in technology usage and deployment in comparison to most other regions. This has to do with the dual structure of the African ICT market that consists largely of consumer-type spending on large volumes of lower-end ICT equipment (e.g. mobile devices, handsets) along with pockets of more dynamic infrastructure investment in key sectors such as telecommunications and banking. Of course, the African ICT market will grow, and quite strongly in line with collective consumption, but higher, more sustainable ICT market development will only be possible with more balanced economic development across many sectors, greater capital investment in large-scale infrastructure projects, and a more stable business environment. Challenges around transparency, regulation, available capital, stable power and energy, significant fluctuations in exchange rates (e.g. South Africa, Nigeria), etc. continue to plague the region's business environment and undermine its potential, including for ICT investment. The flip side of these challenges is that Africa is now home to some really interesting and unique ICT-based innovation emanating from the local environment.

For ICT vendors this means that Africa remains important, but it has begun to lose some of its attractiveness given that the region remains a longer-term play. In fact, after a wave of high-profile investments through to 2015 by some of the larger ICT vendors (e.g. IBM, HP, etc.), many are now scaling back their operations and reducing the number of offices and staff in the region, while refocusing resources on select opportunities and vertical segments. This said, some of the more far-sighted companies are still placing bets on Africa's longer term potential, including Google and telecom operators like MTN.

Q What is the events business is like in EMEA? Are you planning any major changes or additions in the next fiscal year?

A As noted, events and activities around supporting vendor outreach are a critically important part of our regional business strategy,

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One on one

representing nearly 24% of our annual revenues in EMEA. We have a very strong and successful position, with between 600 to 700 multi-sponsored and custom events taking place annually across more than 50 countries.

Generally speaking, the events business in EMEA is a very dynamic one, requiring a lot of creativity and regular efforts around improving quality and relevancy to remain competitive, particularly against the backdrop of the disruptive impact of digital marketing and changes with respect to marketing tech spending. While a lot of tech-related marketing activity is shifting to digital platforms there is still a large demand for in-person events across much of EMEA, due largely to local business cultures, though a clear shift is under way from multi-sponsored conferences to smaller, high-touch events for more targeted audiences. Moreover, although sponsors participate in IDC events for a variety of reasons (i.e. build brand awareness, introduce new services, develop leads), increasingly the focus is more strictly on lead generation and the contribution to building sales pipelines, as part of vendors' go-to-market strategies. As such, the events' business may be quite cyclical — an event that sponsors up well one year, may be less successful in a subsequent year if the participating vendors still have sufficient leads to work through.

IDC
CIO
SUMMIT 2017
MIDDLE EAST
Enabling
Dynamic Change
for the Digital Era
#IDCMECIO

A special feature of the 10th anniversary of the CIO Summit series will be IDC's first conference on a cruise ship.

We have a strong value proposition for this business given our content background, operational capabilities and geographic reach, and we are continuously adapting our conference themes, formats and value-added services to meet new customer requirements and maintain our competitiveness, while positioning events as a critical part of our wider marketing services' offerings. We have been moving up market through our expanding CIO Summit series, which will comprise 17 different venues in FY2017, including our first-ever event on a cruise ship (our Middle East Summit in March 2017 which will sail from Dubai, UAE to Muscat, Oman and back). Much of our future success will depend on our ability to target specific audiences and reach more senior executives and increasingly those outside of traditional IT given the broader business impact of digital transformation. To this end, we are expanding our CIO events to include other C-level executives and related content, investing into improved contact management and database capabilities, adding more vertical specific-themed events to our program, evaluating opportunities around LOB-specific events (CMO, CFO, Other) and introducing events addressing specific IT job functions, such as the chief security officer. Finally, we are partnering more closely with our customers and becoming directly involved in the development of their annual marketing plans and budgets, so that they consider IDC to be integral part of their go-to-market strategies. n

continued from page 2

CSO India

vendors to join a crusade and give them a platform they consider their own, rather than have them view us as a publisher that is only interested in their advertising," D'Mello explained. For now, the site is an advertising free, but D'Mello said, "we expect, as the number of partners grows, the need to stand out will drive significant premium advertising positions. More importantly, by making the platform available for publishing unlimited content, we expect marketers to come back and seek our expertise and capabilities to help them develop content — our key play for the future."

The site launched with content from CSO U.S. available through the IDG News Service and is now being supplemented with local content from IDG India journalists. Next steps include tapping the expertise of CSO's advisory board for regular contributions as well as developing specific services such as Ask the Expert. "We have, for example, a Supreme Court advocate and cyber law expert who could address questions in that area," D'Mello said. "We hope that as the site grows in reputation, it will attract more experts to contribute and, in turn, build their own reputations."

> "By making the platform available for publishing unlimited content, we expect marketers to come back and seek our expertise and capabilities to help them develop content — our key play for the future."
>
> *Louis D'Mello*

The CSO launch has been a complete team effort, D'Mello said. Assistant Editor **Shantheri Mallaya**, Associate Editor **Yogesh Gupta** and VP HR & Operations **Rupesh Sreedharan** played a leading role in setting up the advisory and enlisting community support. CIO **Pavan Mehra** and the tech team built an automated backend to populate relevant content to the site through the CMS. They also developed content blocks that can be promoted seamlessly on all of the company's sites — "an idea we borrowed from Greenbot in the U.S." D'Mello said. And President Sales and Marketing **Sudhir Kamath**, VP Sales **Naveen Singh** and GM Sales **Jaideep Marlur** got us off the ground and continue to rope in Alliance Partners."

D'Mello said support among the vendor community has been encouraging. "Let me take this opportunity to congratulate you and your team for having launched CSOOnline.in. Must say, it is a timely initiative and addresses the needs of CSOs and CISOs who are challenged by ever increasing data breaches across the globe. Here's wishing you and your team a world of success!" wrote B.S. Rao, VP marketing at CtrlS Datacenters Ltd.

For more information, contact Louis D'Mello. n

Job Spotlight

On the job: Campaign Executive

The past few years have seen huge changes in the media space. These changes have resulted in the creation of new jobs with unfamiliar-sounding titles and the retooling of old jobs to incorporate new skills and ways of doing business. IDG World Update's occasional Job Spotlight series is designed to provide insight into what our colleagues are up to.

Name Mina Nedeva

Title Campaign executive, IDG Connect International

What a campaign executive does

A campaign executive manages a variety of integrated marketing programs. These range from B2B demand generation via telemarketing and web through to research and content designed to engage and enhance the IT buyer's journey.

The campaign executive is the one who brings a project to life and makes sure that delivery is both up to standards and within the agreed timeframes. From the moment of sign-off, our responsibility is to conduct the technical setup within our content management system, brief all the required teams, do continuous quality assurance of all client reports and always keep a close eye on progress.

The services I provide and who my customers are

I work across several different solutions within IDG Connect's portfolio, however my specialty is delivering IDG Connect panel-driven research and creative ways to present the findings. My main responsibilities are to liaise with the editorial, analyst and design teams to deliver surveys and the marketing program based around these. Our customers vary depending on the program — they could be internal (IDG Global Solutions, IDG local business units) or external (technology companies).

Key skills required for my job

There is a technical component in working with our database, different content management systems and, of course, living and breathing Excel reports. It is the nature of my job to work cross-functionally, so good communication skills are always necessary. When it comes to creating marketing programs, carefully listening and really understanding individual client needs is vital for creating a compelling story and driving engagement for our customers.

A typical day

I check up on each of my live projects and participate in progress report meetings or troubleshooting sessions where needed. Most of the programs I manage are at different stages of development, so for some I could be working on the initial concept or reviewing survey setting for our panel research and for others I could be coordinating with designers or lead delivery teams on promotional strategy.

Best part of my job

Most of the projects I deliver are unique, so having such a high level of diversity keeps my job very stimulating and an ongoing challenge. Working with research keeps me at the forefront of tech, which provides a great opportunity to learn not only from the results but also from the all the great teams I collaborate with daily.

Campaign Executive ***Mina Nedeva*** *joined IDG Connect International in 2013.*

Most challenging part of my job

As I am involved in multiple campaigns, I can be pulled in several different directions at once. In times like these a good priority list always comes in handy.

How I got involved in this career

I have a marketing degree so entering the world of tech media was almost a natural progression for me. During my first work placement I was introduced to research and customer experience, so once I graduated I wanted to continue on the same path.

A recent accomplishment

I take pride in every project I complete, as they always start from a simple idea and then through months of hard work turn into integrated campaigns, with custom assets delivered by our team and, finally, new marketing prospects for our clients. Recently I've also had the opportunity to work on our programmatic solution, Echo, which has taught me a completely new set of skills.

What my colleagues would be surprised to learn about me

I was told that I have a great great uncle who was an officer on the Titanic, so it would be amazing to learn more about this part of my family tree. n

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

33
John Gallant *U.S. Media*

31
Cheryl Crivello *U.S. Media*
Mary Gibbons *IDC*

28
Hilary Smith *IDG Corporate Services Group*

27
Debbie Bernardi *IDC*

26
George Bulat *IDC Canada*
Maria Jose Marzal *IDG Spain*

25
Bill Bernardi *IDC*

24
Alyson Morales *IDC*

23
Cheryl Talamini *IDG Corporate Services Group*
Rob Novorolsky *IT World Canada*

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Glenn Mosesso *IDG Tech Services Group*

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Kathleen LaPorte *IDC*
Steve Phillips *IDC*
Betty Amaro-White *U.S. Media*
James Walker *IDG U.K.*

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Terri Haas *U.S. Media*
Marianne Kolding *IDC U.K.*

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Stephen Clifford *IDC*
Catarina Källström *IDG Sweden*

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Michelle O'Mahoney *IDC*
Brian Ma *IDC Singapore*

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Lawrence Surtees *IDC Canada*
Wayne Humphries *IDG Global Solutions*
Gary Nagle *IDC*
Anthony Strattner *IDC*
Timothy Johnson *U.S. Media*
Ray Hoskins *IDC U.K.*
Lianfeng Wu *IDC China*

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Simone van der Kooij *IDC Benelux*

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Nancy Gershlak *IDC*

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Krista Collins *IDC Canada*
Peter Babb *U.S. Media*
Dan Muse *U.S. Media*
Athen O'Shea *U.S. Media*
Carl-Johan Wollner *IDG Sweden*

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Vito Mabrucco *IDC*
Christopher Kay *IDG Tech Services Group*
Marie Brewis *IDG U.K.*

10
Mary Conroy *IDC*
William Davis *IDC*
Teresa Tassone *IDC*
Brian Glynn *U.S. Media*
Per Melker *IDC Nordics*
René Schoemaker *IDG Netherlands*
Diana Riofrio *IDC Peru*

9
Scott Harris *U.S. Media*
Mat Panchalingam *IT World Canada*
Chris Brown *IDG U.K.*
Jason Lin IDC China

8
Sveta Surgay *IDG Tech Services Group*
Thomas Rubel *IDC*
Keith Linden *U.S. Media*
Ellen Hwang *IDG Korea*
Boobalakrishnan Chandramohan *IDC India*

7
Paolo Massarani *IDC Italy*

6
Kate Kirkcaldy *CIO Executive Council*
David Baron *IDC*
Petr Zajonc *IDC CEMA*

5
Jenelle Villani *IDG Connect*
Kathleen Schaub *IDC*
Lenka Beer *IDC CEMA*
Jason Andersson *IDC Sweden*
Julio Benedetti *IDG Spain*
Lara Namba *IDC Brazil*
Pang Yau Ting *IDC Malaysia*

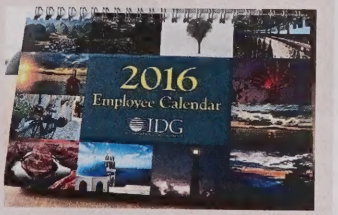
4
Lauren Gill *CIO Executive Council*
Miriam Jezkova *IDC CEMA*
Eiichi Shimoda *IDC Japan*
Shirley Tsai *IDC Taiwan*

3
Andrea Carson *IDC*
Serge Findling *IDC*
Kurt Gantrish *IDC*
Serdar Yegulalp *U.S. Media*
Leonard Kore *IDC East Africa*
Petr Nemec ***IDC CEMA***
Daniel Goncalves ***IDC U.K.***
Sabrina Stadler *IDC Germany*
Avinish Dixit *IDC India*

2
Jonathan Larrad *IDC Canada*
Eugene Zuser *IDG Connect*
Timothy Greene *IDC*
Dinh Hang *IDC*
Robert Sorensen Jr. *IDC*
Linda Mokrane *IDC France*
Jennine Ambrose *IT World Canada*
Sebastian Novoa *IDC Argentina*

1
Jenny Fahlbush *IDG Corporate Marketing*
Samantha Casale *IDG Connect*
Lauren McClain *IDG Corporate Services Group*
William Fearnley Jr. *IDC Financial Insights*
Angela Gelnaw *IDC*
Carolos Gonzalez *IDC*
Jeffrey Rivkin *IDC*
Ada Dudaeva *IDC Russia*
Gerald Giefing *IDC Austria*
Zhanna Kotliar *IDC Ukraine*
Sabrina Gottwald *IDG Germany*
Consuela Fung *IDG Netherlands*
Patrícia Vilaça *IDC Brazil*
Carlos Gonzalez *IDC Latin America*
Minoru Fukuda *IDC Japan*
Navkendar Singh *IDC India*
Jlyne Ubina *IDC Philippines*
Kamolporn Poya *IDC Thailand*
Amber Chin *IDC China*
Peng Ma *IDC China*
Yudie Marzuki *IDC Indonesia*

Two weeks left to submit photos for the IDG Calendar contest



Enter your two best shots in IDG's 33nd Annual Employee Photo Calendar Contest. Submit up to two color or black-and-white digital images on any subject. Images must be high-resolution files suitable for publication in a print calendar. Photos may be vertically or horizontally oriented. But please, no panoramic-width photographs. First, second and third prize winners will receive $300, $200 and $150, respectively.

Each entry should have your name, business unit, telephone and e-mail address in the body of the email. Please be sure to include a title for your photograph(s). Send photos to world_update@idg.com. Entries must be received by Sept. 16. Please direct any questions to IDG World Update editors Patricia Smith or Penny Winn.

IDC's Marguerite Kerr walks to support multiple sclerosis research and services

Tom Smith's Team members Jean Smith, Mary Cullen and ***Marguerite Kerr*** *in 2015.*

IDC Human Resources Business Partner Marguerite Kerr will be embarking on her seventh Cape Cod Challenge Walk Sept. 9-11, a 50-mile fundraising trek for multiple sclerosis research, patient outreach and services. She and her two sisters have dedicated themselves to this cause, as profiled last year in IDG World Update, in memory of their brother Tom who passed away from the disease in 2011. Each walker must commit to raising a minimum of $1,500, and her Tom Smith's Team has raised more than $35,000 since their first walk. Donations to her team can be made through the end of October.

offline

IDG World Update
EMPLOYEE NEWS AND INFORMATION

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thanks to

The editors of IDG World Update would like to thank the following people who assisted with this issue:

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Per Danielson IDG Sweden
Steven Frantzen *IDC*
Lynn Holmlund *IDG Enterprise*
Marguerite Kerr *IDC*
Per Melker *IDC Nordics*
Mina Nedeva
IDG Connect International

World Update's next issue will be Sept. 19

IDG World Update's Boston-based staff will be relocating to Framingham, Mass., on Sept. 12. The PDF issue will resume on Sept 19.

U.S. IDGers on both coasts eat and greet

Food and games helped IDG employees in Framingham, Mass. and San Francisco get to know each other a bit better earlier this month at events organized by local IDG community groups. The IDG Community Action Board at the 492 Old Connecticut Path office in Framingham held a beach blanket bingo party while its West Coast equivalent, the IDG Playhouse, organized a bake-off for the office's aspiring bakers (and eaters).

JOE MOLA

*Among the Framingham-based employees filling out their bingo cards with beach items they spotted around the office were **Valerie D'Aquila**, manager, Front-End Development, U.S. Media; **Rachel Lavallee**, client services coordinator, IDG Enterprise Events; **Joan Joly**, senior front-end developer, U.S. Media; **Lauren Kirchberger**, content marketing specialist, IDG Corporate Marketing; **Cheryl Barrett**, registration/VIP coordinator, IDG Enterprise Events; **Tamrah Burh**, marketing manager, IDG Corporate Marketing; **Grace Moy**, sales director, IDG Enterprise Events; **Brendan McGowan**, global media bureau and client research manager, CIO Executive Council; and **Sheryl Sholock**, accounting/finance specialist, U.S. Media.*

JOE MOLA

*Keeping with the beach theme, a watermelon shark fruit bowl was carved by the husband of U.S. Media's **Cheryl Barrett**.*

San Francisco-based IDG employees rose to a bake-off challenge to find out who is the best baker in the 501 Second Street office. More than a dozen employees brought in sweet and savory baked goods (above) to be judged by a panel of in-house experts — and shared with everyone else in the office. Judging was based on taste, creativity and presentation. After lengthy deliberation, IDG Consumer and SMB Program Manager **Tami Gargus** (right, backed by the judging panel of IDG SMS's **Christina Bradford**, U.S. Media's **Thomas Alexander** and IDG.tv's **Dan Masaoka**) won for her Morsels of Regret. The West Coast employee group's next event will be volunteering at a local food bank later this month.

IDG WORLD UPDATE

IDG World Update

EMPLOYEE NEWS AND INFORMATION

29 AUGUST 2016 | VOLUME 46, NUMBER 36 | WWW.IDGCENTRAL.COM

ONE ON ONE - page 3 | NEWS - page 4-5 | ANNIVERSARIES - page 7 | CELEBRATING 20 - page 8

EDGE 2016 focuses on value of networking in alliance-based world

IDG Australia's invitation-only destination event for C-level attendees had a theme of "business growth" and registered increases in attendees and profitability over last year.

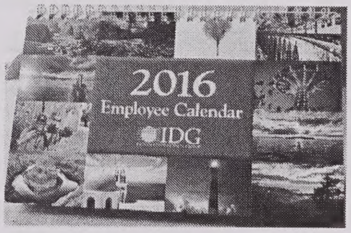
SEE MORE ON PAGE 4

Also inside

IDC, IDG China team up to combine Directions, iWorld Conference

One on One: IDG Technetwork's Keith Linden

On the Job: Dario Nazemson, business unit manager, IDG Connect Nordics



The deadline for entering the 2017 IDG Employee Photo Calendar contest is Sept. 16.

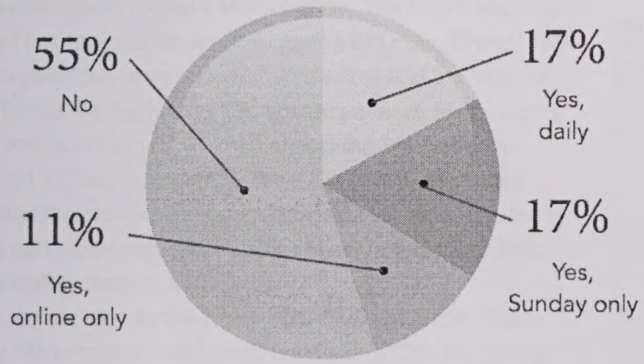
SEE MORE ON PAGE 7

Celebrating 20: IDG Global Solutions' Karen Blythe and her family traveled to Norway

SEE MORE ON PAGE 8

Question of the week results

Do you subscribe to a newspaper?

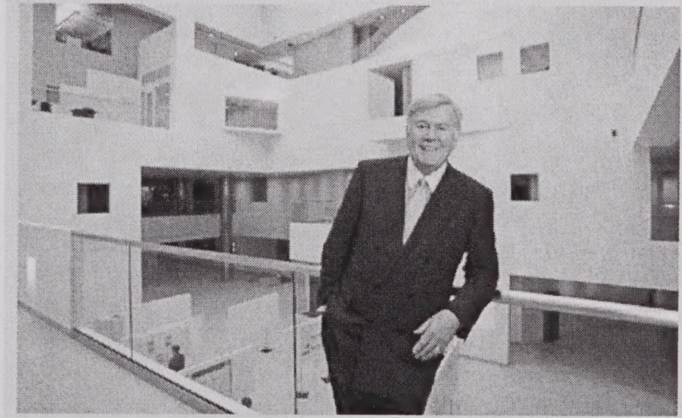


Log on to www.idgcentral.com to vote on this week's question:

Do you use a selfie stick?

CLICK HERE

Share your memories of IDG founder Pat McGovern



Patrick McGovern III invites you to share your memories of Pat McGovern, IDG's founder, for an upcoming project. He'd love to film your favorite stories of Pat for posterity. If you are interested in participating, please click on this link to fill out a short form.

IDC, IDG China team up to combine Directions, iWorld Conference

IDC China held the last stop of its 2016 China ICT Directions Roadshow on Aug. 19 in Chengdu during IDG's iWorld Conference. It was the second time that the two parties joined forces, the first being the Asia-Pacific Smart City Conference and Award Ceremony last November in Shenzhen.

iWorld Expo is the world's largest trade show focusing on mobile Internet and on Apple's ecosystem. iWorld Conference 2016, hosted by IDG China, has become an important part of iWorld Expo, offering a valuable platform for companies to keep up with cutting-edge technologies and explore business opportunities in Asia and the rest of the world. Riding on IDG's expertise in organizing iWorld, IDC China expanded the footprint of the Directions forum to southwestern China for the first time.

Chengdu Mayor Tang Liangzhi visited IDC's Startups Marketplace during his tour of iWorld Expo.

With the theme of "Digital Transformation at Scale: Innovation in a Changed World," IDC China's Directions explored how businesses can transform and innovate in the new age of digital transformation. The forum also covered hot topics such as virtual reality, big data, China's 13th Five-year Plan, smart connected devices and the Internet of Things. At the forum, IDC analysts offered their insights on trends in China's ICT market and the 3rd Platform-based ICT technologies. Given IDC's widely-respected research expertise, the event provided valuable content to the participants of iWorld Conference, noted **Kitty Fok**, managing director, IDC China.

In addition to the forum, IDC China held the "Startups Marketplace" exhibition, connecting Chinese startup companies with potential business partners. "We benefited a lot as a startup in this marketplace," said Davis Dang, president of a Chongqing-based health technology company. "During the exhibition, we came across a lot of potential opportunities and witnessed innovation in technologies in our industry."

iWorld
iWorld
iWorld
iWorld

***Eva Au**, managing director of IDC Asia-Pacific, speaking at iWorld Summit Forum.*

IDC also participated in a series of events during the iWorld Conference, sharing insights with government officials and industry leaders. **Eva Au**, managing director of IDC Asia-Pacific, spoke at iWorld Summit Forum and illustrated how innovation is defining the future and impacting people's lives. In another keynote speech, Fok discussed the market landscape and outlook for China's mobile Internet market.

"IDG and IDC China have built a very trusting and efficient cooperation model. With the success of the Smart City project last year and this month's iWorld Conference, the two parties have become closer than ever. We look forward to bringing this kind of win-win collaboration to an even higher level in the future," said Fok.

For more information, contact Jessica Qiao, senior manager, marketing, IDC China. ■

***Kitty Fok**, managing director of IDC China, speaking at the third Global Creative App Development Competition Forum during the iWorld Conference.*

OneonOne

Keith Linden

IDGTechNetwork

The director of sales, East, for IDG TechNetwork is this week's columnist. Reach him at keith_linden@idgtechnet.com.

> "While most of the market's data is commoditized and generic, IDG data is specific and proprietary. Our taxonomy provides breadth and depth, so we can segment audiences more granularly than our competitors can."

Q Simply stated, what is programmatic buying?

A Programmatic buying involves utilizing technology to automate the buying and selling of media in an effort to eliminate waste and increase efficiency. I think of programmatic as personalized automated advertising, using data-rich algorithms, that serves the right ad to the right user at the right time. Simply put, it's just another capability for buying and selling inventory.

Q What are the key terms we need to know?

A To fully understand it, you need to speak and comprehend the programmatic lingo. You're not alone if you're unsure what the difference is between a DSP and a DMP. Common marketing terms and acronyms you'll come across when working with programmatic advertising are deal ID, ad exchange, trade desk, DSP (demand-side platform), DMP (data management platform), SSP (supply-side platform), header bidding, open marketplace, and private marketplace (PMP) just to name a few.

Q What platforms does IDG use?

A We use four core platforms for programmatic advertising: Google, Rubicon, AppNexus and BlueKai. Don't let the ad tech landscape overwhelm you. Instead of being paralyzed by it, you can be empowered from it.

Q What differentiates IDG's data from that of the rest of the market, and why is that important?

A At the heart of this shift toward automation is not only the rise of technology, but also the rise of segmenting data. It's a key link in the market's ability to effectively buy audiences programmatically. Just like impressions, not all data is created equal. While most of the market's data is commoditized and generic, IDG data is specific and proprietary. Our taxonomy provides breadth and depth, so we can segment audiences more granularly than our competitors can. Leveraging our global, proprietary, first-party data allows us to target the most relevant individuals for our clients, which enables us to offer smarter ad campaigns.

Q Can you give us a sense of the specifics of programmatic? What can be sold, and what kinds of deals can IDG offer?

A The IAB outlines that there are four main transaction channels available programmatically, all of which are available from and actively sold by IDG. Starting from the top of IDG's ad stack they are:

- Programmatic Guaranteed
- Preferred Deals
- Private Marketplace
- Open Marketplace

The ultimate goal for a publisher is to monetize each and every impression that's available. Within each market, ad formats vary by channel. Display, video and mobile ads can all be sold programmatically. The client's KPIs, assets and goals will play a big role in determining which channel (open or private) is most appropriate for the campaign.

Q What's the difference between the open and private marketplace?

A There's a stark contrast between the open and private marketplace. The open marketplace sits at the bottom of our ad stack and is where buyers purchase media on an audience basis through cookie-based targeting. Achieving scale is typically the main goal, and the actual publication the ad runs on is secondary. From a direct sales perspective, we favor the private marketplace, which is invitation-only and a place where publishers make their inventory available to a select group of buyers. The PMP allows us to generate greater revenue and to take advantage of programmatic technology, while still maintaining our direct relationship with clients. It also provides advantages such as transparency, control, exclusive inventory and the application of first-party data. Think about the open market as Nordstrom Rack whereas the private marketplace is Nordstrom.

Q What are a few tips you can give to IDG salespeople who are pitching programmatic to clients?

A Get familiar with the terminology, understand the differences between the buying channels and focus your efforts. IDG has always been a leader in the market, and that's only been achievable due to our talent and ability to embrace change. Continue to think how you can grow your business. The revenue may be small today, but that can change in an instant, and you don't want to find yourself on the sidelines. There are key

continued on page 7

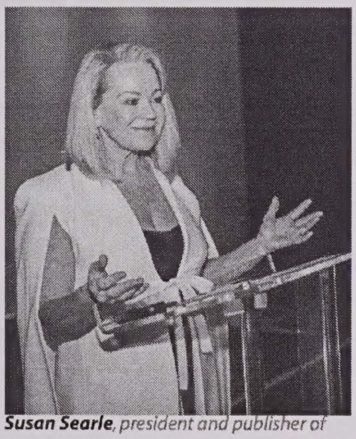
IDG Australia's EDGE 2016 focues on value of networking in an alliance-based environment

Business growth was the theme of IDG Australia's second annual invitation-only executive conference, EDGE 2016. Growth was also reflected in this year's event's higher number of attendees and profitability.

Held earlier this month at a resort on the Queensland coast near the Great Barrier Reef, the three-and-a-half day EDGE drew 240 C-level IT attendees including vendors, distributors and partners (including solutions providers and managed service providers), up from 195 at last year's inaugural event.

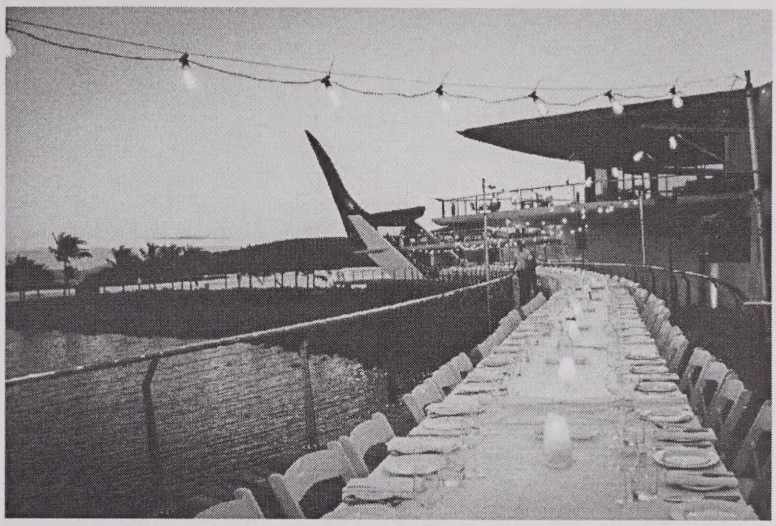
"These industry sectors are becoming more alliance-based to give businesses a collaborative edge," said **Susan Searle**, president and publisher of ARN and New Zealand-based Reseller News (RN). "EDGE is designed as a destination conference to bring Australian and New Zealand IT executives together in a collaborative and content-based environment with an emphasis on networking for new and enhanced business opportunities."

Attendees came largely from Australia and New Zealand (217 and 17, respectively), with two from Singapore and one from the United States. At least 60% of the attendees at EDGE 2016 also came to the 2015 event, Searle said.



***Susan Searle**, president and publisher of ARN and New Zealand-based Reseller News, welcomes attendees.*

The majority of the attendees were invited by sponsor and distributor co-hosts, as well as ARN and RN, and paid an AU$1,000 (US$763) registration fee as proof of commitment. "This year ARN and RN invited 50 of the partner attendees, distributor co-hosts invited 60 and the remaining 20 partners were invited by the vendor sponsors. Accommodation and travel for all attendees was paid for by ARN and RN as hosts via sponsor funding," Searle said. "Some sponsors used their alliance marketing budgets for EDGE, and some see hosting attendees at EDGE as an integral corporate investment."



MARIA STEFINA PHOTOS

A networking dinner under the stars, held at the Hamilton Island Yacht Club, was followed by fireworks.

EDGE had 38 vendor sponsors and distributor co-hosts, up from 31 in 2015. Vendors at the Platinum, Gold and Silver sponsorship levels had varying amounts of investment and share of voice; sponsoring companies included Dell, Huawei, IBM, Intel, Amazon Web Services, Hewlett Packard Enterprise, VMware, Kaspersky Lab and Wells Fargo.

Distributors were EDGE co-hosts with lower investment levels but each brought 10 partner attendees as their guests. Platinum sponsors gave 40-minute presentations at plenary sessions, and Gold sponsors hosted concurrent 40-minute breakout sessions — panels, workshops and round tables. Each presentation was moderated or introduced by an ARN or RN editorial team member.

The editorial team, led by ARN and RN Editor **James Henderson** and including Deputy Editor **Haizah Osmund** and Journalist **Chris Player**, worked with Platinum and Gold sponsors to ensure their presentations were on track with the business growth themes of Change Your Culture, Change Your Process, Disrupt Your Selling and Know Your Customer. They met with sponsors in advance of the event to outline their sessions — "often having to be quite prescriptive to keeps sponsors on theme," Searle said — and then ran the sessions onsite with the sponsors.

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EDGE 2016

Sponsor presentations had to be business- rather than technology-oriented, and no product pitches were allowed. "Attendees can access vendor products on a website," Searle said. "That is not why they come to a multi-day conference like EDGE. The value for them is finding ways to increase revenue, profits and achieve growth." Sponsors' presentation styles ranged from panels and interviews to fireside chats, roundtables and workshops, and all were interactive to encourage attendee engagement.

Networking at EDGE was facilitated through an Icebreaker session on the first day of the event in which attendees were matched with sponsors they identified during registration to be of interest and then met with them on a rotating basis for 15-minute introductions. "This was very, very successful," Searle said, "with extensive amounts of business opportunities discussed and pursued."

For the more personalized one-on-one meetings with sponsor representatives, attendees used the EDGE 2016 portal before the event to identify companies they were interested in meeting by business type, technology sold, market areas, etc. An important networking element of EDGE, attendees were required to have at least 10 of these 20-minute meetings throughout EDGE during breaks and over breakfasts and lunches, which they could schedule using the EDGE 2016 app.

Searle said most partners scheduled six or more one-on-ones with attendees and that no policing was necessary "because we could see the amount of networking going on." More informal networking occurred during dinners, golfing and a cruise around the Whitsunday Islands.

> Networking at EDGE was facilitated through an Icebreaker session on the first day of the event in which attendees were matched with sponsors they identified during registration to be of interest and then met with them on a rotating basis for 15-minute introductions.

The ARN events team, led by Events and Program Manager **Alexandra West**, "ran a flawless event, which was described as 'slick and professional,'" Searle said. "They worked tirelessly and for many months to achieve this." She also praised ARN/RN Account Directors **Cherry Yumul**, **Eduardo Silva** and **Kirsti Rae** for selling AU$900,000-plus (over US$690,000) in sponsorships and Journalist **Holly Morgan** as the social media and community liaison.

EDGE2016
FOSTER | HIGHER | STRONGER
ARN
DELL

MARIA STEFINA PHOTOS

An icebreaker networking session of 15-minute meetings was held on the first evening of the three-and-a-half-day EDGE 2016.

EDGE2016
PROFILING THE NEXT GENERATION OF PARTNERS.
WHAT ARE THE SKILLS REQUIRED FOR SUCCESS?
Hewlett Packard Enterprise

ARN and Reseller News Editor ***James Henderson*** *(far right) leads a Hewlett Packard Enterprise-sponsored panel discussion at EDGE 2016.*

"Sponsor feedback has been extraordinary," Searle said, "and many have pre-signed for EDGE 2017." The EDGE team recently completed the first run of the attendee feedback survey, which had 109 responses. Ninety-nine percent of respondents said EDGE 2016 exceeded their expectations and found the business growth theme relevant to their business. Ninety-six percent are currently pursuing business opportunities as a result of networking at EDGE, 88% formed new business relationships, while 72% strengthened existing ones. "Ninety-nine percent want to attend EDGE 2017," Searle said.

For details contact Susan Searle or Alexandra West.

Spotlight

On the job: Business Unit Manager

The past few years have seen huge changes in the media space. These changes have resulted in the creation of new jobs with unfamiliar-sounding titles and the retooling of old jobs to incorporate new skills and ways of doing business. IDG World Update's occasional Job Spotlight series is designed to provide insight into what our colleagues are up to.

Name Dario Nazemson

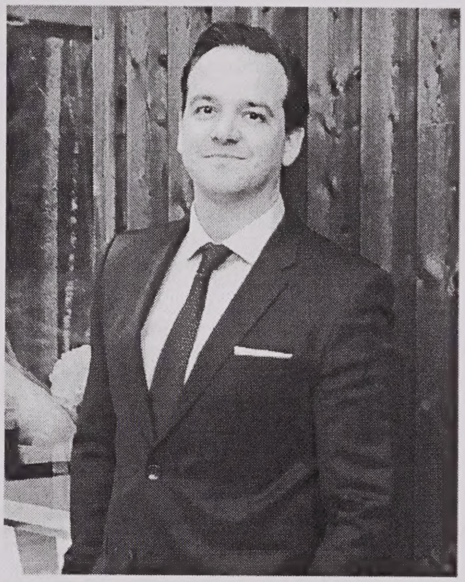
Title Business unit manager, IDG Connect Nordics at IDG Sweden

What the IDG Connect Nordics business unit manager does I'm responsible for the demand-generation unit in the Nordic region, focused on helping Sweden-based customers. The role of a business unit manager is broad, but the two parts of the role that need the most attention are sales and delivery. When it comes to sales I oversee and support the sales team's go-to-market strategy, helping to execute strategy as to which customers to focus on and attending customer meetings and writing proposals. The other part of my job is leading the operations team to deliver our customers' programs. Our operations team is a hybrid unit in which all the web delivery is handled by a local team, and the telemarketing is done from IDG Direct in Dublin, Ireland. Focusing on these two parts of the business brings more control over our output and its revenue.

The services I provide and who my customers are
IDG Connect offers demand-generation services such as lead generation, telemarketing services, outbound email marketing, research and content creation. At the moment we are seeing huge demand for account-based marketing (ABM) from our demand generation customers. We rebranded our target account program, which generates leads from specific accounts, as Account-Based Marketing Leads. When we explain it to customers, we say that this generates marketing leads but only from a specific account list, and we can, of course, go further down the funnel in ABM programs. Our primary customers are marketing managers and higher in the technology industry in the Nordic area.

Key skills required for my job Demand generation requires a lot of attention to details; if you miss one little detail you risk dissatisfying the customer and losing revenue. Since demand generation is all about execution based on hypotheses you need to test everything in order to know if you can deliver. I always try to be as transparent as possible with any client about my thoughts about a certain program and be the first to admit if I'm wrong.

Best part of my job
Meeting a customer that has not been interested and really showing them all the possible solutions that we can offer, just to see how the expression on their face changes. Closing a complex or challenging program is always fulfilling.



IDG Connect Nordics Business Unit Manager ***Dario Nazemson*** *joined IDG Sweden in 2008.*

Most challenging part of my job
As a business unit manager you need to be 110% focused on the customer in order to be successful. The challenge is when the business grows, because then your team grows, which is itself recognition of a successful strategy. Suddenly you have members in the team who need your attention or else the business unit will not satisfy its customers.

Why and how I got involved in this career
I was business manager for Teknik360.se, an IDG Sweden online brand. It was not successful in terms of revenue, although the audience really liked the content. I tried a myraid of things to make it profitable but could not get my head around why no one wanted to advertise in a newsletter with more than 50,000 subscribers. The solution was to offer marketers a chance to reach our subscribers via email instead of advertising in the newsletter, which led to much better profitability and a new role for me as manager of all of IDG Sweden's email marketing business.

A recent work accomplishment
Since I took on this job, revenue has grown more than 350% year-on-year. And I think there are many more customers in the region who are in need of our services.

What my colleagues would be surprised to learn about me
I used to be quite a prankster back in the day, and I still like to have fun at work. Why be so serious?

noteworthypeople

New employees

Thomas

PETER SHORT

IDC Framingham has hired **Janice Thomas** as a customer relationship manager. She previously worked in analyst relations for CA Technologies and holds a B.A. in psychology from Massachusetts' Amherst College. Away from the office she enjoys writing. jthomas@idc.com

Mårtensson

Emelie Mårtensson joins **IDG Sweden's** Enterprise team as a sales representative/account manager. Previously a digital account manager at the media company Schibsted, she holds a B.A. in media and communications from Sweden's Linnaeus University. She enjoys golf, movies, concerts, sailing and taking care of her two horses. emelie.martensson@idg.se

New at **IDC California** in San Mateo is Senior Client Service Representative **Frank Flores**. He previously held the same title at CommunityLeader, a financial technology company that builds investment portals for private securities businesses to facilitate crowd funding. In his free time he volunteers for local charities. fflores@idc.com

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continued from page 3

One on one

questions and strategies you should consider when meeting with prospective clients. First and foremost, always ask if the client is buying programmatically. You can also check with your Ad Operations team to find out if the client is buying IDG inventory on the open market. Keep in mind who you are talking to and the flow of communication or planning. Key decision makers are located at every stop (client, agency, DSP, trade desk), so it's important to communicate IDG's capabilities clearly and consistently to ensure deals are won, set up and transacting properly.

As with any change, professionally or personally, it's not always a smooth ride. So ask questions and share your knowledge with peers, as this business will continues to evolve and mature. ■

Enter the 2017 employee photo calendar contest today

Enter your two best shots in IDG's 33nd Annual Employee Photo Calendar Contest. Submit up to two color or black-and-white digital images on any subject. Images must be high-resolution files suitable for publication in a print calendar. Photos may be vertically or horizontally oriented. But please, no panoramic-width photographs. First, second and third prize winners will receive $300, $200 and $150, respectively.

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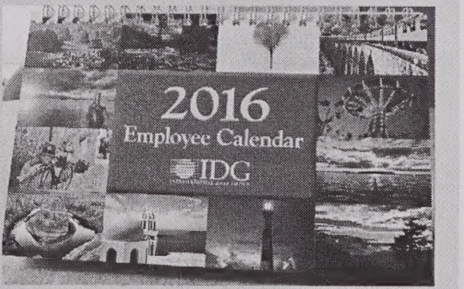

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

28
Mike Malone *IDG Tech Services Group*
Nancy Sheehan *IDG Accounting*

27
Brad Christenson *IDC*

20
Matt Hamblen *U.S. Media*

19
April Montgomery *U.S. Media*
Warren Childs *IDC*

18
Luis Ibarra *U.S. Media*

16
Tom Schwieters *IDC CEMA*

15
Sabrina Samtleben *IDG Germany*

13
Jürgen Göetz *IDC Germany*
Ellinor Selbeck *IDG Germany*
Jonas Triebel *IDG Germany*
Susan Skowronski *IDC*

12
Amita Potnis *IDC*
Tobias Kleu *IDC Germany*
Anita Popp Liess *IDC Germany*
Denis Arcieri *IDC Brazil*

11
Elizabeth Conner *IDC*
Haydee van den Berg *IDC Benelux*
Thamar Thomas-Ißbrücker *IDG Germany*
Miwako Suzuki *IDC Japan*

10
Eddy Kim *IDG Korea*
Paul Trotter *IDG U.K.*

9
Boris Gulidov *IDC Russia*
Ivan Juras *IDC Croatia*
Victor Pratusevich *IDC Russia*
Margaret Adam *IDC U.K.*
Ola Ljungstedt *IDG Sweden*

8
Michael Vorisek *IDC CEMA*
Edmund Heider *IDG Germany*

7
Lubomir Dimitrov *IDC Bulgaria*
Nadja Bayraktar *IDC Germany*
Lynn-Kristin Thorenz *IDC Germany*
Alexander Dreyßig *IDG Germany*
Fabian Polkehn *IDG Germany*
Salvador Trejo *IDC Mexico*

6
Pavel Soper *IDC CEMA*
Charles Stevenson *IDG U.K.*

5
Leandro Agion *IDC Argentina*

4
Jiri Nemec *IDC CEMA*
Fiona Macrae *IDC U.K.*
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celebrating20

Karen Blythe

Associate Director, Sales Activation

IDG Global Solutions

Employees who celebrate two decades of service to the company are recognized with a very special gift from IDG: a 20th anniversary trip to the destination of their choice. IDG Global Solutions' Karen Blythe traveled to Norway with her family.

Joined IDG
July 1995

Career Path
Receptionist at what was then known as IDG Marketing Services EMEA, Production Manager, Sales Support Manager, Project Manager/ Client Services, Associate Director/Program Delivery and, since November 2015, Associate Director/Sales Activation.

Who I traveled with
My partner of almost 25 years, Stuart, and our daughter Megan, age 15.

Why I chose this trip
Stuart and I always wanted to visit the Norwegian Fjords. It was a trip I had tried to plan for his 50th birthday in 2014, but due to a serious illness he had, the cruise was put on hold.

Trip Highlights
From start to finish the highlights just kept coming. We wanted a stress-free holiday so decided to take our trip of a lifetime departing from the Port of Southampton (which meant no flying and no luggage restrictions — heaven for a shoe fanatic like me). Having booked a suite we had priority boarding, starting with a welcome reception with champagne and brunch — then on arrival in our suite a bottle of Champagne and canapes. Shortly after we had a visitor: it was Stuart's brother who decided to surprise us and had booked a cabin on the cruise. That was a tear-jerking moment when he and his wife knocked on the cabin door.

Stuart, Megan and I dressed in our best for an evening gala aboard the Britannia.

With a balcony on the side and a large window in our bedroom we were spoilt by views that would take your breath away. The fjords are so beautiful, and while we braced ourselves for inclement weather, we were greeted day after day with glorious sunshine. We visited four ports starting with Stavanger, then Olden, followed by Andalsnes, which is on Romsdalsfjord, and finally back to the coastal port of Bergen. Each port was majestic in its own right. The jewel-like water danced as we sailed along. We also took the Ulriken Express followed by a cable car to the highest of Bergen's famous "Seven Mountains," to a view of spectacular scenery and mountain terrain 643 metres above the city streets. From the summit, we enjoyed magnificent views of Bergen and the surrounding area: the sea, the islands, fjords and mountains. All in all a wonderful, fabulous 20-year anniversary trip. Thank you IDG!

A stone tower in Olden.

Stu and Meg take in the view after a cable car ride in Bergen.

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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thanksto

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Dario Nazemson *IDG Connect Nordics*
Susan Searle *IDG Australia*

IDG World Update

EMPLOYEE NEWS AND INFORMATION

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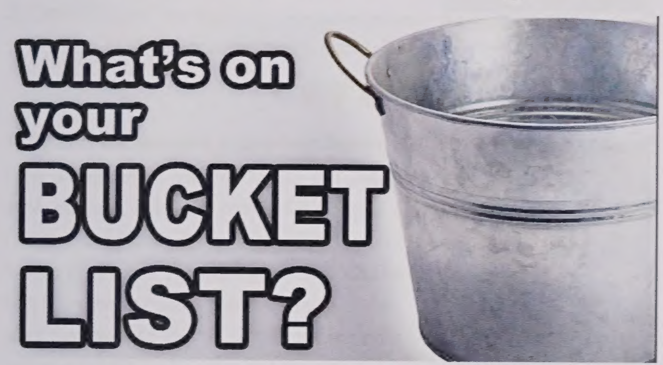
IDG, IDC colleagues around the world share some of their goals



A camel safari into the Libyan desert, living for a year in Tuscany befriending chianti makers and restaurant owners, visiting beaches and oceans on every continent and a cross-country motorcycle adventure are just a few of the life goals colleagues shared with World Update.

SEE MORE ON PAGE 2

Also inside

One on One: CIO Executive Council's Rari Hilditch

IDG Framingham employees give back to local schools

Employees at IDC Malaysia laced up their track shoes for charity earlier this month, running the 10K Standard Chartered KL Marathon in Kuala Lumpur.

SEE MORE ON PAGE 8

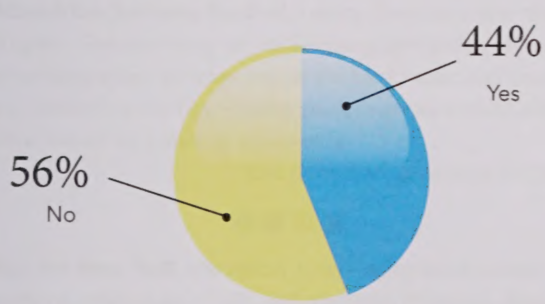
2016
Employee Calendar
IDG

Enter today! The deadline for entering the 2017 IDG Employee Photo Calendar Contest is rapidly approaching. All entries are due by Friday Sept. 16.

SEE MORE ON PAGE 9

Question of the week results

Are you a morning person?



Log on to www.idgcentral.com to vote on this week's question:

Do you subscribe to a newspaper?

CLICK HERE

Share your memories of IDG founder Pat McGovern

Patrick McGovern III invites you to share your memories of Pat McGovern, IDG's founder, for an upcoming project. He'd love to film your favorite stories of Pat for posterity. If you are interested in participating, please click on this link to fill out a short form.

IDG, IDC employees around the world share what's on their bucket lists

A camel safari into the Libyan desert, living for a year in Tuscany befriending chianti makers and restaurant owners, visiting beaches and oceans on every continent and a cross-country motorcycle adventure are just a few of the life goals colleagues shared with World Update editors. Read on for more inspiring ideas you may want to borrow for your own list.

Friedenberg

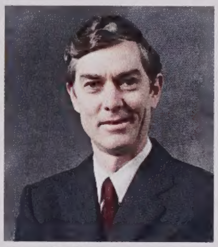
1. Family: Celebrate my 50th anniversary with my wife Cheryl (since we just celebrated our 20th) and walk both my daughters down the aisle.

2. Travel: To see the world of which I have already traveled.

3. Golf: To golf my age.

Michael Friedenberg, CEO, IDG

* * *



Campbell

1. Spend six months exploring Japan. I am a big fan of the Japanese people, their culture, arts and crafts. Of course, I have made countless business trips to Tokyo and have visited Kyoto and Osaka but have never visited other parts of Japan. So I would like to spend six months in Japan thoroughly exploring each region from Kyushu to Hokkaido.

2. Visit Iran. I have never visited Iran and would love to go there since Persian culture is one of the oldest in the world and I'm a fan of Islamic architecture. I would love to visit Tehran, Shiraz, Persepolis and, most important, Isfahan, which has one of the most beautiful mosques in the world. By the way, IDC would like to soon launch technology market studies on Iran. We have applied for the U.S. government's permission to do this.

3. Attend the Salzburg Festival. I enjoy classical music, theater and opera. The charming city of Salzburg (birthplace of Mozart) in Austria hosts every summer one of the best music and drama festivals. Attending the high-quality performances at the Salzburg Festival would be a special experience.

Kirk Campbell, president & CEO, IDC

* * *

1. Run the New York Marathon. I have completed several half-marathons, road races of 30K and triathlons (Olympic distance). The next challenge is a marathon, and what is better than to do it in the classic New York City Marathon?

2. Climb Mount Kilimanjaro. A good friend worked in Kenya for 10 years. Despite several invitations to come down and climb Kilimanjaro, it never happened. Last year I climbed the highest mountain in Sweden, and that awakened the desire to also take on Kilimanjaro.

Danielson

3. Get back to Australia. I worked as an editor at the Olympics in Sydney in 2000. Then I had three extra weeks to discover this amazing country. I long to go back and experience more over a longer period of time.

Per Danielson, chief content officer, IDG Sweden

* * *

Vlijter

1. Run an Ironman. Push my physical and mental limits in a structured way. The swimming would be the toughest.

2. Live abroad with my family. I would love to give my children the opportunity to grow up in a culturally diverse way experiencing different realities and mindsets.

3. Understand life. Understand the purpose to fully enjoy the journey. Sounds heavy, but it is just a matter of becoming fully aware to the point of true understanding. All other destinations are just intermediary.

Maringo Vlijter, managing director, IDG Netherlands

* * *

Gallant

1. Revisit, re-edit and compile all the short horror fiction I've written and get it published as a collection. Some has already been published, but it's long past time that I check this item off my life to-do list.

2. Take a year off and live in Tuscany. Become close friends with all the chianti makers and restaurant owners so as to be welcomed warmly at all vineyards and dining establishments, and just enjoy the people, the scenery, the history — everything.

3. Get my idea for a new radio show/podcast off the ground. It'd be scary and addictive!

John Gallant, chief content officer, U.S. Media

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OneonOne

Rari Hilditch

CIO Executive Council

The director of talent leadership development at the CIO Executive Council is this week's columnist. Reach her at rhilditch@cio.com.

> "Someone once said 'If you can't tell it, you can't sell it.' I just love that line because if you can't tell your story to yourself, there's no way you can market it to others."

Rari Hilditch will be leading an interactive group coaching session on Aug. 24 focused on Personal Branding. The two-hour webinar will be held from 12:30 to 2:30 EST. Register on the IDG HR website. IDG World Update asked Rari to offer a preview of the session.

Q What do you mean by a "personal brand?"

A It is the understanding of why we do what we do, what jazzes us up and being able to define that. Someone once said 'If you can't tell it, you can't sell it.' I just love that line because if you can't tell your story to yourself, there's no way you can market it to others.

Please know, however, it is not just about marketing yourself for your next opportunity; it is a process of self-reflection and understanding that we can leverage to ensure we're making the right decisions about our careers now.

Q Why is it important to focus on developing a personal brand?

A I find that I tend to go back to 'if you can't tell it, you can't sell it.' Here is one way to look at it. People are confused about you. You're confused about you. When it comes to making decisions about your career, you're not sure if you should go this way or that way. Decisions for your career may take longer. Worse yet, these decisions may not be made at all. And when there's a new opportunity, there is nothing to distinguish you from others so you look just like everyone else.

Imagine a line of penguins. Which one are you? Do you know what kind of leader you want to be? Are you showing up that way? Do you find yourself feeling like Dr. Jekyll and Mr. Hyde? Most people never have time to stop and think about this. But the answers to these questions, which are required to design a powerful brand, can have a profound impact on where your career actually goes.

What I do as part of my role is support CIOs and senior IT professionals as they seek to find answers and discover themselves through individual conversations and small group coaching. I am excited to be sharing my content with IDG this month!

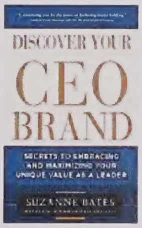
Q What can we expect from your upcoming virtual learning with IDG?

A Well, I have this saying hanging in my office that reads, 'Retention is best when the learner is involved.' I believe this to be true, so my intention is have folks truly participate in this group coaching session by sharing experiences, thoughts and ideas with one another. This isn't for anyone interested in standing on the sidelines of learning. The session is built on real-life stories and experiences, with a foundation from industry thought leaders on the topic.

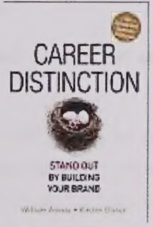
I will be hosting this conversation with CIO Executive Council Senior Program Manager **Allysa Zemke** and together we will explore:

- The definition of personal branding and why it's important
- How to get started
- Questions to ask and things you'll need to consider
- How to move into action
- The power of LinkedIn and Twitter as social platforms

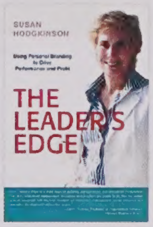
Can't make the training? Here are some resources I recommend that you check out:


DISCOVER YOUR
CEO
BRAND
SECRETS TO EMBRACING AND MAXIMIZING YOUR UNIQUE VALUE AS A LEADER
SUZANNE BATES

- *Discover Your CEO Brand: Secrets to Embracing and Maximizing Your Unique Value as a Leader* by Suzanne Bates.



- *Career Distinction: Stand Out by Building Your Brand* by William Aruda.



- *The Leader's Edge: Using Personal Branding to Drive Performance and Profit* by Susan Hodgkinson.

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Bucket list

London

1. Motorcycle. 2016 may be the year that I finally pull the trigger and buy a motorcycle. I have my license, but practicality has won out. So far.

2. African safari. Growing up reading Hemingway, Peter Beard and National Geographic, I've wanted to go on safari for ages.

3. Live abroad. Since studying in Italy in college and traveling around the world, I would love to learn a new language and live overseas for a while.

Josh London, chief marketing officer, IDG

* * *

Polcino

1. See "Hamilton" on Broadway. I enter the lottery every. Single. Day. But so far no luck!

2. Visit Moscow. I hear they have a beautiful subway system and that it is overall a great city.

3. Finish my novel. I've been writing it for about a year now, but it's hard to find the time to work on it.

Anthony Polcino, director of business operations, U.S. Media

* * *

Ferranti

1. Learn Portuguese. I've been listening to and playing Brazilian music for a long time and a few years ago finally went to Brazil (for my 20-year IDG anniversary). I learned a smattering of tourist Portuguese and had a blast, but that only whet my appetite for more.

2. Master music tech. Five years ago I bought a digital audio workstation. Since then my kids have taken it over and become whizzes, and I still have barely gotten past the home screen! Maybe this year … I'll bribe them to teach me.

3. Create a family history. My immigrant forebears were a colorful lot, but memories — and decades-old photos — are fading as the older generation passes. As a journalist and the oldest of six siblings, I feel some responsibility to put together a multimedia family history for the generations to come.

Marc Ferranti, editor-in-chief, IDG News Service

Arnot

1. A holiday on a horse ranch in Argentina. I've been wanting to do this for years. I love horses, being out in the open, and Argentinian wine and camping, so what better way to spend a holiday?

2. A camel safari heading west from Cairo into the Great Sand Sea and the Libyan Desert. This is just so different from living in London! This is the epitome of self-reliance — just you and a guide and the infinity of the desert, and you're reminded how small you are and how big the world is.

3. A motorcycle trip in New Zealand on the coastal road heading southeast from Wellington to Christchurch. This is one of the most beautiful roads in the world, and if you don't have an Aston Martin to hand, then a Ducati Multistrada 1200 would be fine!

Keith Arnot, EVP, international finance, IDG

* * *

Butson

1. Buy a lake house in northern New Hampshire. Our family loves the lake, and our dream is to buy a house far away from the hustle and bustle of our everyday, wonderful life where we can retreat to on weekends. The ideal location is on the lake for the summer and near the mountains for skiing in the winter.

2. Play golf at Pebble Beach. I love to golf, especially with my family, so I'd love to play on this famous, beautiful course.

3. Ski/snowboard in the Alps.

Laurie Butson, VP/global training and development, IDG

* * *

Scogland

1. Live near my sisters once again, sometime later down the road, so we can grow old near each other.

2. Visit beaches and oceans on every continent.

3. Make sure I am still going to concerts/seeing live music, even when I am considered too old to go to concerts any longer (though there is never such a thing as being too old for concerts!)

Sara Scogland, VP, human resources, IDG Human Resources Services Division

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Bucket list

Adams

1. I want to take my family on a cruise for my 50th, which is rocketing toward me at a terrifying pace. Spending quality time with family and friends ranks above everything else.

2. I'm also learning to paint. Working with oil colours and also doing quick pen and wash sketches with watercolor. My aim is to paint something that isn't utter rubbish within the next five years.

3. I want to spend a year of slow travel. Doing a house swap in 12 different cities for 12 months. Just hang out and soak up the vibe. And paint bad landscapes!

Davy Adams, managing director, IDG Australia

* * *

Sullivan

1. Sky dive. I have wanted to do this for a long time, but with the kids and wife against it I'm not sure I'll get to.

2. Drive across the United States on a motorcycle. This was a plan for my brother and I when I graduated college. The need to work in the summer months made it so we couldn't ever pull it off, but we had a route picked out and had old crappy motorcycles at the time to ride on. Probably better we didn't try as I'm sure one of our rides would have not lasted the trip.

3. Live off the grid in Alaska for a year. I can't stop watching all the Discovery Channel shows on living in Alaska and how hard that is. Similar to item 1, I don't think I'll be allowed to do it, and if I did, I would be all alone!

Jim Sullivan, president, IDG International Publishing Services

* * *

Au

1. Build a house with Habitat for Humanity.

2. Learn to code and build the most amazing, smartest and funnest app for people of my age (chronologically old but young at heart).

3. Do something super athletic (by my standards) without sweating too much, e.g. flip on a trampoline or climb an indoor rock wall.

Eva Au, managing director, IDG Asia/Pacific

Mingis

1. Travel to Egypt. I was always fascinated by pyramids and mummies as a kid, and I'd like to see them up close and personal.

2. Run a boarding house for needy dogs. I'm a dog person through and through, and being able to help out our canine friends would be a blast.

3. Own a BMW. I'm a car guy, and yet, after owning 41 cars (yes I counted them) in about as many years, I've never owned a Bimmer.

Ken Mingis, executive editor, news and strategy, Computerworld

* * *

Egan

1. Crawl around on grass with cows. I'd like to swim with dolphins, but I have a shoulder injury that makes swimming painful. The cow is the land equivalent of the dolphin (obviously). This aim has the benefit of being achievable, as there are lots of cows in a field next to my house. Also the farmer takes a dim view of humans mooching about in his field. And he carries a rifle. This adds a pleasing element of risk to the whole venture.

2. Run (the final 200 yards of) the Marathon des Sables. I love running. I run for pleasure and enjoy the half marathon, 10K and 5K. I did one full marathon but found that it's really quite a long way to run. Seriously, it's miles. The only bit I enjoyed was finishing and being given a medal, a chocolate bar and an energy drink. So I'd like to do an ultramarathon but only the bit I will enjoy. The finishing bit. Then get the medal, the chocolate bar and the energy drink.

3. Sleep for seven hours straight. There is a small person living in my house.

Matt Egan, editorial director, IDG U.K.

* * *

Dros

1. **I have always wanted to travel to Belgium** to visit the town where my grandmother grew up.

2. I'd like to hike a large section of the Appalachian Trail.

3. I'd like to learn to play the guitar.

Alana Dros, VP, Corporate HR,
IDG Communications and IDG

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Bucket list

Barrett

1. Sail across an ocean. I've done a few overnight races on my cousin's 45-foot sloop. Crossing an ocean would raise the bar a notch or two.

2. Climb the Matterhorn. See "don't hold your breath." However, thanks to burly Swiss guides it's not impossible. It might be my favorite mountain.

3. Ride the Trans-Siberian Express. I like long train rides, and Russia has always sparked my interest, maybe because I'm a Cold War-era baby.

Mo Barrett, senior director/customer success, IDG Strategic Marketing Services

* * *

Daruwala

1. B.A.S.E. jump! I am not sure when or where this is still legal, but I believe that one can do it off the Burj Al Khalifa (the world's tallest building). So this still stays on my list to tick off — but next year — when I turn 50.

2. Complete the 12-day South Africa and Zambia Adventure Safari that has everything from diving to shark feeding to para-gliding.

3. Own a beautiful, multi-bedroom villa on Baan Kalim, off the Khalim beach in Patong, Thailand. At the back would be the majestic lush mountains, at a distance below the beautiful white beach of Patong and nestled in between would be Villa D, where family and friends can meet, hang out and stay for days on end.

Cyrus Daruwala managing director, Financial Services & IT Executive Program, IDC Asia/Pacific

* * *

Triebel

1. Perform a song with U2 on stage. The band has had the same members since 1980 and truly represents faith in the future for me.

2. Enjoy a walking loop around Ireland.

3. Travel down California's State Route 1 (the Pacific Coast Highway) on a Harley-Davidson motorcycle. That's what you get a motorcycle license for, right?

Jonas Triebel, publisher, IDG Tech Media, Germany

von Heimburg

1. Get back to doing sculptures. In the last two years there has been no time to do this.

2. Write a new book about focusing in the digitalized world.

3. Travel again to Africa, especially the Serengeti to see the great landscape and the awesome animals.

York von Heimburg, CEO, IDG Germany

* * *

King

1. Finding and restoring an old wooden boat. I have always loved such boats (Garwood, Chris-Craft) — the type you see on lakes in Maine and New Hampshire. Owning one is on my list of things to do (and maybe retiring on a lake so I can enjoy that boat).

2. Indulge my lifelong love of horses. I grew up riding horses and competing in equestrian events, but it is a passion I have put aside for many years in favor of other activities and raising a family. While owning another horse is not on my radar at the moment, I would like to incorporate that interest in some future travel plans; visiting a dude ranch would be at the top of my list.

3. I'd like to try fly fishing. It just looks fun and peaceful, communing with nature (unless of course a bear comes ambling along . . . maybe I'll just do that with an experienced guide).

Janet King, general manager, SVP, IDG Research Services

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Simon

Travel. After the amazing 20-year IDG trip I took at the end of last year I have well and truly been bitten by the travel bug. Until that trip I had never traveled through Europe. The trip presented me with an amazing opportunity to share this experience with my family, my husband Alan and two beautiful daughters Nicole and Meg. After an incredible month of travelling through London, France, Switzerland and Italy I am determined to pack my bags and continue the adventure. The highest priorities destinations on my list are Greece, Croatia and Iceland and as many countries as I can fit in around those.

Barbara Simon, president and publisher, IDG Enterprise Australia and New Zealand; general manager, CIO Executive Council

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Bucket list

Goebel

1. A long trip through rural and urban Japan. My father used to travel to Japan on business when I was a kid, long trips. He would be gone a month sometimes and would come back with great stories and lots of cool presents. Retracing his steps with my family would be awesome.

2. Mountain biking through Scotland or New Zealand. Utah would work too! I've rediscovered the sport in the last few years, and it would be a great way to see more of the world.

3. Hang gliding. I love flying and getting as close to how the birds do it as I can seems like it would be an awesome, pure experience.

Matt Goebel, VP, user experience and digital products, U.S. Media

* * *

Latchford

1. Ski. Ironically, I have never skied. This surprises all of my friends and family, considering how active I am. This will change come winter 2017.

2. Paint. I am a 'non-practicing' artist. I used to love to paint and stopped about 20 years ago. My goal this summer is to buy a brush, oil paints and a canvas and get painting again.

3. Scuba dive. I've always wanted to explore the ocean from below.

Michael Latchford, VP, Alliance Marketing Services, IDG Enterprise

* * *

Woerle

1. Finish getting my motorboat license. I love cruising around the coast line and exploring nice bays. I started it some time ago and need to tackle the exams.

2. Visit New Zealand again. I worked there ages ago and would like to show this amazing and unique country to my family.

3. Find the time and motivation to write a book. My business experience in the last 10 years of transformation taught me a lot. It would be great to be able to conserve this knowledge and experience and share it with others.

Sebastian Woerle, VP, sales, IDG Germany

Weglage

1. See Pearl Jam and Guns N' Roses in concert. I'm actually doing this over this summer. I was a big fan in the 80s and 90s and now get to see two of my favorite bands live.

2. Fly in a private jet. It would be great to go to places I've never been before in style.

3. Go to all the NFL football stadiums. I've been to all the Major League Baseball stadiums and am now six away from all the National Football League stadiums. I'll be heading to the San Francisco 49ers' new stadium this year, then need to get to the new Minnesota Vikings stadium, followed by Jacksonville, Miami, Buffalo, the Jets/Giants stadium and the new Los Angeles stadium.

Sean Weglage, SVP, East Coast sales, IDG Enterprise

* * *

Whalen

1. Take an African safari and see the wildlife up close and in their natural habitats.

2. Visit the pyramids of Egypt. Ever since my sixth-grade class on Ancient Egypt, I've been a fan.

3. Learn to decorate cakes. The notion of making a professional-looking cake has always interested me.

Meredith Whalen, SVP, IT Executive and Industry Research, IDC

* * *

Turner

1. Climb Mount Kilimanjaro for the sense of physical and mental accomplishment and to see the beauty of Tanzania from 19,000 feet.

2. Drive a Forumula One race car. I love driving and have always loved F1 and having seen the race in Monaco and in Singapore, I gained an even higher level of respect for the driver teams.

3. Carry our nation's flag at the opening ceremony of the Olympics. I competed for Northern Ireland in my mid-20s and always wished I was talented enough to compete at the Olympics, so this would be the closest I would get to that goal.

Vernon Turner, SVP, Enterprise Systems and IDC Fellow for the Internet of Things, IDC

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Bucket list

Nurzynski

1. I want to become a yoga instructor to help people discover the physical and mental health benefits of meditation and yoga practice. I would focus on working with children, seniors and those who think, "I could never do yoga."

2. Join a board or volunteer for an organization that helps the local community in which I live. I am researching organizations such as Open Cape and Lower Cape Outreach Council.

3. Create upcycled/recycled art and furniture with my two sons, Jimmy and Sebastian, that we can sell at a small shop on Cape Cod and/or in Portland, Maine.

Laura Nurzynski, GVP, integrated marketing and sales enablement programs, IDC

* * *

Olvet

1. Ski the Alps. I've loved downhill skiing since I first took it up at the age of 12. I've been fortunate to ski at Lake Louise in the Canadian Rockies and other mountains in Canada and the U.S. but have never skied in Europe. I travelled by train through Europe one summer many years ago and passed through Innsbruck, Austria. I said to myself at the time that one day I will come back here to ski.

2. See my children graduate from university. I have three daughters, and the oldest is just entering her first year of university in September. It would make me proud to see all three graduate with a post-secondary education. They are growing up fast, so now this doesn't seem that far away.

3. Take up a new sport. I want to stay active as I get older, and while going to the gym, cycling or running can keep me in shape, it's more exciting to stay active learning something new. I started playing Ultimate Frisbee about 10 years ago and love it. Maybe I will try rowing or kayaking or possibly surfing, although I don't live near an ocean.

Tony Olvet, GVP, research, IDC Canada

* * *

Bhattacharjee

1. Visit all of the World Heritage Sites. Considering there are 1,052 sites, I would need a super-size bucket to begin with.

2.Take dance lessons. I'm absolutely mortified of the dance floor, thanks to my two left feet. Anything will do — salsa, ballroom, tango, samba or the last option – jogging!

3. Have a library. Books have always been my passion and what better way to enjoy them than to convert a room into a library and surround myself with them whenever I want to.

Ronita Bhattacharjee, IDC META AVP, Conferences

* * *

McCrory

1. Go to China. I want to see Shanghai and historic sites and, yes, the modern stuff too.

2. Live in Europe. I've traveled a fair amount and would love to settle in a place for a longer time and absorb the culture and lifestyle.

3. Write a book. Eventually I'll find the right topic, and it will come flowing out of me, right?

Anne McCrory, group vice president, Customer Experience and Operations, IDG Events

What's on your bucket list? Check out this feature on IDG Central and share your goals in the comments below.

IDC Malaysia runs for charities

*L-R: IDC Malaysia Associate Market Analyst, Consulting **Iam Lim**; Human Resources Associate **Xin Hui Khoo**; Senior Market Analyst, Telecommuncations **Shane Minogue**; Research Manager, Business Development **Ikmal Baharudin**; and Finance Executive **Jian Yang Teh**.*

IDC Malaysia employees laced up their track shoes for charity earlier this month, running the 10K Standard Chartered KL Marathon in Kuala Lumpur. "We entered five racers in the corporate charity at 1,000 RM (US$250) each, so 5,000 RM ($1,250) raised for charity," said IDC Malaysia Senior Market Analyst **Shane Minogue**. "Team IDC came second in the corporate competition, a huge achievement." Funds went to Hospis Malaysia, the IJN Foundation and Yayasan Sejahtera. For more information go here.

noteworthypeople

New employees

Lai

Cecilia Lai joins **IDC Singapore** as an account manager responsible for Asia/Pacific regional accounts. She previously worked in advertising for five years and holds a degree from Singapore's Nanyang Polytechnic in accounting and finance. Away from her desk she enjoys movies, movies, reading and travel. clai@idc.com

Calfa

IDC New York has hired **Matthew Calfa** as a senior account executive with its IT Executive Programs team. Previously a senior account director with Ovum Research, he earned a B.S. in mass communications from the State University of New York/Oneonta. In his free time he enjoys landscape photography. mcalfa@idc.com

Harris

New at **IDG U.K.**'s Digital Arts is Staff Writer **Miriam Harris**. Previously an intern with IDG U.K., writing for PC Advisor, Macworld and Digital Arts, she also worked at Newshub in New Zealand as a digital news reporter. She holds a B.A. in communications studies and journalism from Auckland University of Technology and enjoys "scouting out the best beaches." miriam_harris@idg.co.uk

Sohn

Kimberly Sohn has been hired by **IDG Global Solutions** as a international program coordinator in its San Francisco office. Previously a Bay Area project coordinator at Google, she earned a B.S. in management information systems from San Diego (Calif.) State University. An avid traveler, she has been to Maui, Alaska, Cancun "and now Framingham and Boston" in the last year. kimberly_sohn@idg.com

Correia

Allison Correia joins **IDC Framingham**'s Hardcopy Industry Transformation team as a senior research analyst, a title she also held at her previous employer, the market research and consulting firm InfoTrends, where she focused on office document solutions and vertical-specific business process workflows and the shift of paper to digital processes. She holds a B.S. in business administration and an MBA from Salve Regina University in Newport, R.I., and enjoys playing soccer and traveling. acorreia@idc.com

IDG Enterprise has hired **Lauren Petrocci** as a sales coordinator. A recent graduate of Syracuse University with a B.S. in economics, she has held internships at Eric Mower and Associates, Make-A-Wish CNY, Syracuse Hillel and Westcott Theater. She enjoys kayaking, golf, sewing and cooking. lpetrocci@idgenterprise.com

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

33
Kim Pennett *U.S. Media*

25
Nancy Newkirk *IDG Technical Services Group*

21
Lorraine Rivell *IDG Corporate Services Group*
Cheryl Giangregorio *IDG Strategic Marketing Services*

20
Michael Cousins *IDC*

17
Barbara Duphily *IDG Corporate Services Group*
Cushing Anderson *IDC*
Jim Hutson *U.S. Media*

15
Patty Gill *IDG Corporate Services Group*

14
Amy Greenleaf *IDG Strategic Marketing Services*

13
Atsushi Ohno *IDC Japan*

11
Tammy Gargus *IDG Strategic Marketing Services*
Laura DuBois *IDC*
Lynne Dunbrack *IDC*
Kathleen Hobin *IDG Technical Services Group*

10
Karen Mitchell-Capland *IDG Strategic Marketing Services*
Takuo Tsuya *IDC Japan*
Rini Bergström *IDG Sweden*
Wayne Yii *U.S. Media*

9
Helen Chiang *IDC Taiwan*
Annabel Hsu *IDC Taiwan*
Takashi Manabe *IDC Japan*

7
Archana Sharma *IDC CCR India*

6
Fiona Wu *IDC China*
Abdul Kareem *IDC CCR India*
Rosalind Craven *IDC U.K.*

5
Susanna Lau *IDC Singapore*
Mohit Dang *IDC CCR India*
Edward Qualtrough *IDG U.K.*
Susanne Schubert *IDG Germany*

4
Daniel Marcelino *IDG Technical Services Group*
Linda Lin *IDC China*
Michael Yeo *IDC Singapore*
Rajmani Naidu *IDC CCR*
Amy Jones *U.S. Media*
Jon Phillips *U.S. Media*

3
Christina Najarian *IDG Corporate Services Group*
Bo Wang *IDC China*
Mina Nedeva *IDG Connect*
Patrizia Giunta *IDC Italy*
Charlotte Pearson *IDC U.K.*
Chiara Rapp *IDC Italy*

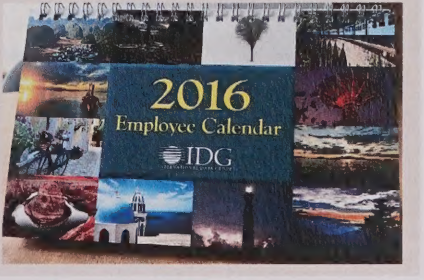
2
Daniel Hawkins *Digital Account Services*
Huaikuo Yang *IDC China*
Krittika Gupta *IDC CCR*
Victoire Buhler *IDC France*
Elodie Labbe *IDC France*
Ewa Lis-Jezak *IDC Poland*
Marguerite Kerr *IDC*

1
Lynne Passanisi *IDG Research*
Linda Nimmo *IDG Technical Services Group*
Bilal Javed *IDC Australia*
Jerry Xie *IDC China*
Fahad Khan *IDC Singapore*
Sophie Boltenstern *IDG Sweden*
Marco Di Matteo *IDC Italy*
Miguel Angel Farmawi Lopez *IDC Spain*
Antonin Karola *IDC CEMA*

Enter the 2017 IDG employee photo calendar contest before it's too late

Enter your two best shots in IDG's 33nd Annual Employee Photo Calendar Contest. Submit up to two color or black-and-white digital images on any subject. Images must be high-resolution files suitable for publication in a print calendar. Photos may be vertically or horizontally oriented. But please, no panoramic-width photographs. First, second and third prize winners will receive $300, $200 and $150, respectively.

Each entry should have your name, business unit, telephone and e-mail address in the body of the e-mail. Please be sure to include a title for your photograph(s). Send photos to world_update@idg.com. Entries must be received by Sept.16. Please direct any questions to IDG World Update editors Patricia Smith or Penny Winn.



offline

IDG Framingham employees give back to local schools

IDG employees from a variety of business units located at 492 Old Connecticut Path in Framingham, Mass., took a recent afternoon off to spread mulch at four local school playgrounds. IDG Give Back Day 2016 was organized by the IDG Community Action Board.

Spreading selfless service along with some mulch, IDG employees from seven business units based at 492 Old Connecticut Path in Framingham, Mass., took a few hours off to give back to some local schools. As part of the IDG Give Back Day 2016, organized by IDG's Community Action Board, nearly 50 IDGers spent a recent afternoon at four Framingham elementary schools spreading mulch on playgrounds so students will return to school this month with revitalized outdoor areas to play in.

IDG employees in New York and San Francisco will also have a chance to volunteer their services with their own upcoming Give Back Days. New York employees will participate in a Central Park cleanup, while Bay Area employees will help out at the San Francisco/Marin Food Bank Warehouse. Please contact a member of your local committee (492 Old Connecticut Path, CAB; New York, Fun Committee; and San Francisco, SF Playhouse, for more information of the volunteer efforts in your city. ■

L-R: ***Andy Ferris, Matt Goebel, Jillian Vallerand*** *and* ***Jason Fleckles****.*

An afternoon of spreading and raking mulch by IDG employees means some Framingham school children will have revitalized areas to play in when they return to school this month.

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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thanksto

The editors of IDG World Update would like to thank the following people who assisted with this issue:

Gina Galvangi *IDG Human Resources*
Rari Hilditch *CIO Executive Council*
Shane Minogue *IDC Malaysia*

And everyone who contributed to our bucket list feature!

IDG World Update

EMPLOYEE NEWS AND INFORMATION

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IDC summer interns gain experience, make contributions

IDC
Analyze the Future

Fourteen college students and recent graduates undertook 10-week projects in various departments including research, consulting, video production, sales, marketing/product management and IT services.

SEE MORE ON PAGE 2

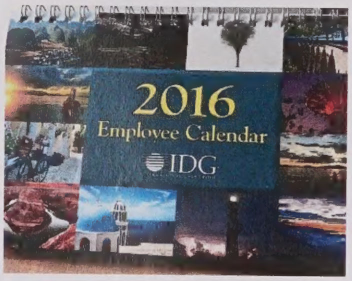
Also inside

IDG China's Financial Industry Summit emerges as company's most profitable event

IDG Enterprise brands win national ASBPE honors

IDG Germany gives some smiles to refugee children at Munich-based programs.

SEE MORE ON PAGE 7

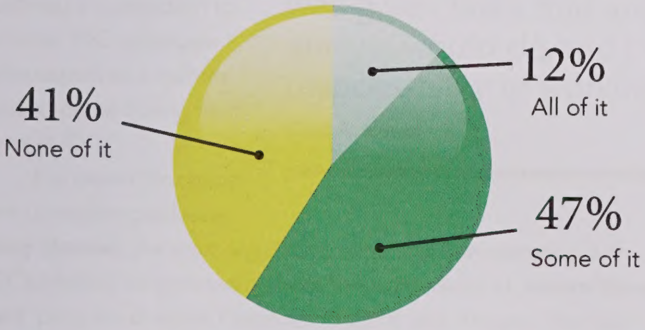


Just four more weeks to submit photos for the IDG Calendar Contest.

SEE MORE ON PAGE 7

Question of the week results

How much of the Olympics opening ceremony did you watch?



Log on to www.idgcentral.com to vote on this week's question:

Are you a morning person?

CLICK HERE

IDG

Tech & Marketing News from IDG

IDG Corporate Marketing's "Tech & Marketing News from IDG" newsletter aggregates top stories from tech and marketing news sites, including IDG sources. To get on the mailing list, sign up here. Recent selections include:

How to avoid 10 common mistakes in data reporting (American Press Institute)

No one can stop ad blocking. Not even Facebook (Wired)

How Google's Digital News Initiative is evolving (Journalism.co.uk)

'No agencies have this breadth of content': Inside Accenture's $600 million content business (Digiday)

Stay up to date on all things IDG by following IDG's corporate social media accounts on Twitter, Facebook and LinkedIn. Get the word out on what's happening by sharing and retweeting.

IDC summer interns gain valuable experience while making real contribution

IDC's long-standing summer internship program is a true win-win for interns and IDC alike, offering bright and motivated students an opportunity to gain real-world experience while making significant contributions to projects and research in the organization. This year, 14 undergraduates, graduate students and recent graduates undertook 10-week projects in various departments throughout the company, including research, consulting, video production, sales, marketing/ product management and IT services. Thirteen of the interns worked at the company's Framingham, Mass., office while one worked in San Mateo, Calif.

"The IDC Internship Program is designed to provide real-life industry experience to students with the aim of developing their technical and interpersonal skills, allowing them to be prepared for the workforce," explained **Cathy Kelly**, HR project specialist, who coordinated this year's program. "Starting a career in an internship at IDC allows students to sharpen their talents working with some of the most recognized influencers and professionals in the industry."

*IDC welcomed 14 interns this summer, 13 to its Framingham, Mass., office and one in San Mateo, Calif. The interns were: (back row, l-r): **Alex Desmarais, Matt Lamson, Dan Furrier, Amy Homan, Fred Amoyaw**. Middle row: **Mohit Hapani** and **Pranav Misal**. Front row: **Keerthi Chetty, Michael Turner, Bridget Yang, Taylor Galland, Steve Dube** and **Emily Lambert**. Missing from photo: **Ryley Chong**.*

In addition to the day-to-day hands-on learning experience, interns benefitted from several Lunch and Learn programs (see sidebar) as well as a new Intern Ambassador program, in which they were paired with an IDC colleague outside of their work group. "For many interns, this was their first corporate position, so the Intern Ambassador Program was created to help integrate them into the organization and provide a friendly face outside of their direct team," explained Kelly. "It also helped build the interns' professional network and fostered a connection to another IDC colleague who served as a mentor and resource during their time at IDC."

> "I have had other internships before, but this is the first in which I felt like a full-fledged employee. I was given tasks that any other full-time research analyst would do and I was trusted and given the responsibility of working at my own pace."
>
> *Fred Amoyaw*

For recent Northeastern University graduate **Amy Homan**, the most significant benefit of her internship with IDC's Vertical Insights team under the supervision of **Jessica Goepfert**, program director, Customer Insights and Analysis, has been the opportunity to learn. "I have acquired skills in everything from professional writing to research and data analysis — all while gaining invaluable knowledge of different industries and how they are leveraging technology to transform and improve business practices."

Homan also said she appreciated the autonomy she was given as well as the ability to take ownership of her assignments. "Having my name published on reports that are selling on IDC's website is a great accomplishment and has given me something concrete to reference when marketing my capabilities to future employers."

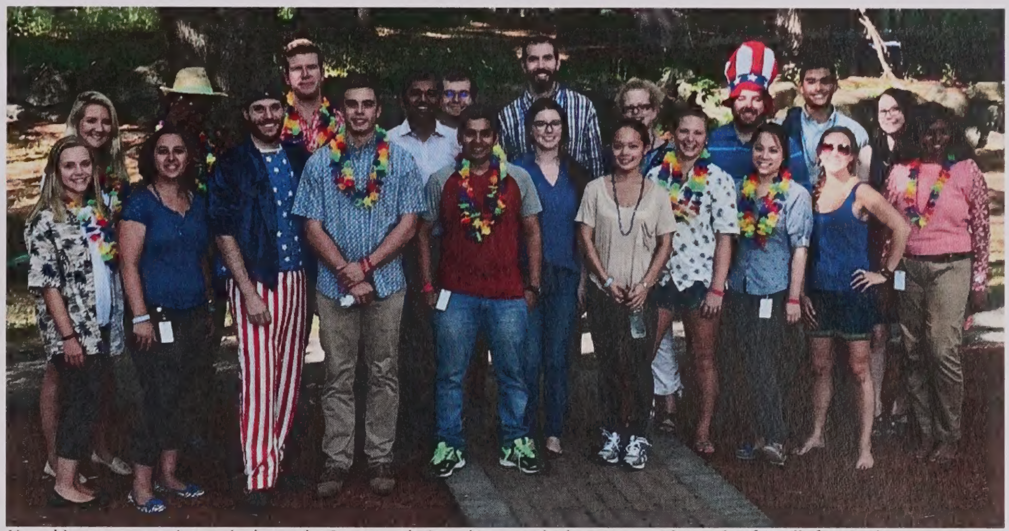
Goepfert, whose group has welcomed four or five interns over the years, said there are numerous reasons her team participates. "From a very practical perspective, there are always items on our to-do list that we are struggling to complete; very often these projects make great, meaningful work for interns." Goepfert said she also values the outside perspective that interns bring to the group. "They always ask extremely insightful questions and get me to think about why we do things in a certain way."

Babson College senior **Fred Amoyaw** spent his summer as a research analyst intern in IDC's Government & Manufacturing Insights group, supervised by **Kimberly Knickle**, research VP, and said he was impressed with the level of responsibility he was given. "I have had other internships before, but this is the first in which I felt like a full-fledged employee. I was given tasks that any other full-time research analyst would do, and I was trusted and given the responsibility of working at my own pace without any micro-manage-

continued on page 3

continued from page 2

IDC interns


New this year was an Intern Ambassador Program designed to provide the interns with another friendly face in the company who served as a resource answering questions and offering support outside of the interns' day-to-day work groups. Interns and ambassadors were introduced to each other at an ice cream social kickoff, connected several times over the course of the 10-week program and wrapped up with an intern versus ambassador field day "Olympics," featuring Kan Jam, horseshoes, corn hole, ladder golf and badminton. Front row, left to right: ***Emily Lambert****,* ***Victoria Brown****,* ***Andrew LeClair****,* ***Dan Furrier****,* ***Mohit Hapani****,* ***Katie Bonner****,* ***Bridget Yang****,* ***Taylor Galland****,* ***Bridget Yang****,* ***Hayley Sutherland*** *and* ***Keerthi Chetty****. Back row, left to right:* ***Amy Homan****,* ***Fred Amoyaw****,* ***Alex Desmairas****,* ***Pranav Misal****,* ***Michael Turner****,* ***Kevin Finnegan****,* ***Karen Bershtein****,* ***Max Pepper****,* ***Viranart Chandarasanti*** *and* ***Megan Roman****.*

ment."

"The internship program is a great way to give a potential candidate for IDC some understanding of what we do, of our culture and why they should consider working here in the future," noted Knickle. "Anything we can do to show that what we do is interesting and engaging and that IDC is a good place to work — that's good for IDC."

For **Pranav Misal**, an international student hoping to earn his MBA from Bentley University next May, his time as a research analyst intern with the Network Infrastructure group broadened his understanding of work culture and values in the U.S. Additionally, "I believe the internship has helped me to learn the operations and functionalities of the IT and enterprise industries, which includes data analysis, market segmentation, new products and technologies."

Misal said he also really appreciated the Lunch and Learn sessions as well as the Ambassador program. "These gave us an opportunity to interact with multiple analysts and other members of IDC, which helped me to understand IDC's business structure and product offerings. I believe this network will certainly help me in my professional life."

"The enthusiasm and can-do attitude of many of these future graduates is certainly a positive influence on IDC's work culture," said **Rohit Mehra**, vice president, Network Infrastructure, who supervised Misal. "The program helps IDC evaluate future hires while al-

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Lunch and Learn sessions designed to enhance interns' knowledge of the business

IDC interns were invited to participate in four Lunch and Learn sessions during their time at IDC, designed to enhance their knowledge of the business and specific job functions as well as to provide advice about interviewing, marketing themselves and office etiquette. Each session was hosted by a different IDC colleague.

Ramon Llamas, research manager, Wearables and Mobile Phones, provided an overview of the research analyst/manager role as well as his overall responsibilities. He also showcased a few samples of the gadgets he writes about at IDC, while sharing insights from his career. And certainly of relevance to the interns, Llamas also shared some detailed and practical career advice regarding cover letters, resumes, interviewing skills and deliverables presentation.

Frank Gens, SVP and chief analyst, discussed the evolution of his career (the interns were surprised to learn Gens began working as a marine biologist) and then provided an overview of today's IT marketplace, including predictions about the 3rd Platform and the Digital Transformation. He concluded with some personal advice for building a successful career.

Ryan Reith, program VP, Worldwide Mobile Device Trackers, presented an overview of his career at IDC, including his "Part 1" and "Part 2" at IDC as a "boomerang" employee. He gave an overview of the Tracker Research Program and its responsibilities, in addition to providing the interns some helpful tips to position themselves for the real world.

Interns participating in a Lunch and Learn session listen as SVP and Chief Analyst ***Frank Gens*** *talked about today's IT marketplace.*

The IDC HR Business Partners (Leah Barton, Moira Keating and Marguerite Kerr) led an interactive session with the interns on topics such as interviewing best practices, how they can stand out from the crowd, handling behavioral-based interview questions and tips for presenting themselves on social media, particularly LinkedIn.

IDC China's Financial Industry Summit emerges as company's most profitable event

IDC China held its third annual China Financial Industry Transformation and Innovation Summit & Awards Ceremony on July 22 in Beijing. The event — which celebrates Chinese financial organizations — and the awards — presented to the CIOs of those organizations in recognition of the successful implementation of innovative technologies — are recognized as among the most influential in the Chinese market. This year's event attracted more than 100 senior IT decision makers.

The event has become a valuable platform for IT solution providers to establish solid relationships with tech buyers and showcase their cutting-edge solutions. As a result, it has become IDC's most profitable event in China.

A total of 21 Chinese financial institutions won China Financial Industry Innovation Awards this year, and the Agricultural Bank of China took home the Highest Innovation Award for its new-generation core business system — Blue Ocean Engineering, "BoEing."

During the event, a representative of the Agricultural Bank of China shared the bank's views on how science and technology drive innovation in China's financial industry. **Cyrus Daruwala**, managing director of IDC Financial Insights Asia/Pacific, offered a global perspective on the development trends of the financial industry and the importance of digital transformation (DX).

The financial industry has been on the frontier of DX, Daruwala told the audience, adding that it is enterprise's use of 3rd Platform technologies to create value and competitive advantage through new offerings, new business models and new relationships that is driving this transformation.

During the summit, IDC officially released its annual China Banking & Insurance Industry IT Solution Market Forecast and Analysis Research Reports, detailing the breakdown and analysis of the IT solutions market in China's financial industry.

*IDC Financial Insights A/P Managing Director **Cyrus Daruwala** talked about global trends in the financial industry and the importance of embracing digital transformation.*

IDC
Analyze the Future
2016中国金融行业
转型与创新高峰论坛暨颁奖典礼
2016 China Financial Industry

Winners of IDC China's Financial Industry Transformation and Innovation Awards on the stage at last month's summit.

As part of its promotion campaign for this event, IDC China leveraged social media to reach its target audience and promote its thought leadership in the financial market. The post about the summit on Wechat (a Chinese messaging and communications tool that functions as a combination of Facebook, WhatsApp and more) received nearly 27,000 unique views.

IDC China Managing Director **Kitty Fok** said, "The IT solutions market in China's banking industry will enter a period of integration, while continuing to maintain a stable growth momentum. With the success of this event, we are confident that IDC can provide the much-needed insights and expertise to Chinese financial organizations and related IT solution providers to help them rise up to the challenges of DX and grasp the opportunities coming along."

> "With the success of this event, we are confident that IDC can provide the much-needed insights and expertise to Chinese financial organizations and related IT solution providers to help them rise up to the challenges of DX and grasp the opportunities coming along."
>
> *Kitty Fok*

For more information, contact Jessica Qiao, senior manager, marketing, IDC China. n

IDG Enterprise wins national Azbee Awards

Computerworld, CIO, CSO earn Top 10 website honors; brands take 12 other honors

Following an exceptional showing at the ASBPE regional awards banquet in June, IDG brands went on to the national level and earned three website of the year honors and 12 other awards at the 38th annual Azbee Awards of Excellence banquet, held July 21 at the Poynter Institute in St. Petersburg, Fla. ASBPE, which represents more than 1,000 B2B journalists for B2B, was originally known as the American Society of Business Publication Editors. This year some 1,150 Azbee entries were submitted in 75 categories.

"The editorial teams at IDG U.S. Media work hard to deliver real service journalism to their focused audiences – content that helps readers do their jobs better and smarter," said SVP/Chief Content Officer John Gallant. "The Azbee awards recognize that effort and the commitment of our reporters, editors and designers. I'm particularly pleased to see three of our websites recognized as among the best in the business. That's an honor the editorial folks earn every day with their ideas, innovation and elbow grease."

CSOonline.com and Computerworld.com, which earned Top 10 Awards, and CIO.com, which earned honorable mention, were among the Websites of the Year Top 10 Finalists. The list of IDG's other awards are as follows:

JOE MOLA

Some of the Framingham, Mass.,-based editorial staff representing the award-winning CIO, CSO and Computerworld brands are (standing, l-r): Computerworld Editor-in-chief ***Scot Finnie****, CIO.com Managing Editor* ***Al Sacco****, CIO.Com Editor-in-chief* ***Dan Muse****, Computerworld Senior Associate Editor* ***Rebecca Linke****, CSO Art Director* ***Steve Traynor****, U.S. Media Managing Editor/Special Projects* ***Amy Bennett****. (Seated, l-r): Editorial Executive Assistant/Office Services Manager* ***Linda Gorgone****, U.S. Media Video Editor* ***Keith Shaw****, CSO Editor-in-chief* ***Joan Goodchild****, Computerworld Senior News and Technology Editor* ***Johanna Ambrosio****, Computerworld Senior News Editor* ***Marian Prokop****.*

Computerworld Winners (Gold)

Online Enterprise News Story
Disney IT workers training their replacements
— Patrick Thibodeau, national correspondent; Ken Mingis, executive editor, News & Strategy

E-Zine/Original Digital Content
The Computerworld Digital Magazine
— Ellen Fanning, Ken Mingis, Valerie Potter, Jamie Eckle (editors); April Montgomery, designer; Bob Rawson, production editor

Computerworld Winners (Silver)

Web How-to Article
Windows 10 cheat sheet (with video)
— Preston Gralla, contributor; Valerie Potter, managing editor, Features; Keith Shaw, video editor

Computerworld Winners (Bronze)

Online - Data Journalism
Despite H1B lottery, offshore firms dominate visa use
— Patrick Thibodeau, national correspondent; Sharon Machlis, executive editor

Online Photo Gallery/Slide Show
7 Real NASA technologies in sci-fi movie The Martian
— Sharon Gaudin, reporter; Marian Prokop, senior news editor; Stephen Sauer, designer

CIO Winners (Silver)

Online Premium Content Section
State of the CIO 2015
CIO.com staff

Online Video Tutorial
Samsung Galaxy Tab S2: powerful enough for enterprise
— Sarah K. White, senior writer

Online Photo Gallery/Slide Show
6 hottest IT jobs for new tech grads
— Sharon Florentine, senior writer

Online Technical Article
How big data analytics help hospitals stop a killer
— Thor Olavsrud, senior writer, CIO.com

Online Product Review
BlackBerry Priv review: A new standard for Android in enterprise?
— Al Sacco, managing editor, CIO.com

CIO Winners (Bronze)

Online Video Tutorial
4 old-school BlackBerry features in Android-powered Priv
— Al Sacco, managing editor

Online Original Web Commentary
Why Apple Watch is a business traveler's best friend
— Al Sacco, managing editor

Click here for more information and a complete list of Azbee award winners.n

continued from page 3

IDC interns

*Intern **Taylor Galland** (l) and IDC Associate Product Manager **Katie Bonner**, who served as an ambassador in this summer's intern program, compete in the "Olympics."*

lowing interns to get an inside view of IDC's research and consulting practices, creating potential business opportunities for the future."

For **Emily Lambert**, a senior at the University of Massachusetts/Amherst studying communications, the benefits of being a video production intern at IDC go beyond simply gaining hands-on experience filming in a corporate environment. "With hard work [interns] will leave this program with more knowledge about launching their careers as well as experience in their field. This internship prepares you for more than your career, it prepares you for life," she said.

Lambert said the regular Tuesday intern lunches quickly turned into daily lunches. "In a company so large I was surprised to find myself surrounded by newfound friendships. It was a great atmosphere to grow in. Additionally, I was able to learn new things about my craft and apply it to the needs of the corporation. Between attending meetings with executives to presenting to management, I gained valuable experience in my field. I was able to film coworkers from all over the world and was in touch directly with clients. I not only learned a lot about my individual focus, but also about myself as a whole."

All of the interns interviewed said they would strongly recommend the program to friends. Noted Amoyaw, "I would tell them with confidence that this is a position I would accept again in a heartbeat. It is a chance to get hands-on experience working with some of the top professionals in their respective fields. The family culture here at IDC makes you feel welcome as soon as you walk in the door, you get to know what it feels like to be an employee who is valued here at IDC, and I can honestly say I feel prepared to take on any challenge in the market research world."

Steve Phillips, group VP, sales, who has been supervising interns since 2010, is a big fan of the program. "Our current intern **Ryley** [**Chong**] is a great example of the success of the program. Ryley has had the opportunity to work with the sales teams, including going through sales training with our new hires. He has worked with specific analyst teams around industry events, and helped craft tactical marketing messages, including authorship of business development scripting that outlined the value proposition of new IDC products and services. It's also a great way to identify future employees as we have hired several interns after graduation."

For more information, contact Cathy Kelly. n

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

33
Mary Fanning *U.S. Media*

30
David Bromley *IDG International Publishing Services*

28
Judy Callahan *IDG Corporate Services Group*

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Simon Salamone *IDC*
Heinrich Vaske *IDG Germany*

21
Gemma Dietrich *IDC*
Paul Overhiser *IDG Corporate Services Group*

20
Sandra Ng *IDC Singapore*

18
Christina Kearney *IDC*
Amy Konary *IDC*

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Amro Alkhatib *IDC META*
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Janice Worsfold *IDC U.K.*
Mauricio Rojas *IDC Chile*
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Lillian Leong *IDC*
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Jaideep Thyagarajan *IDC Australia*
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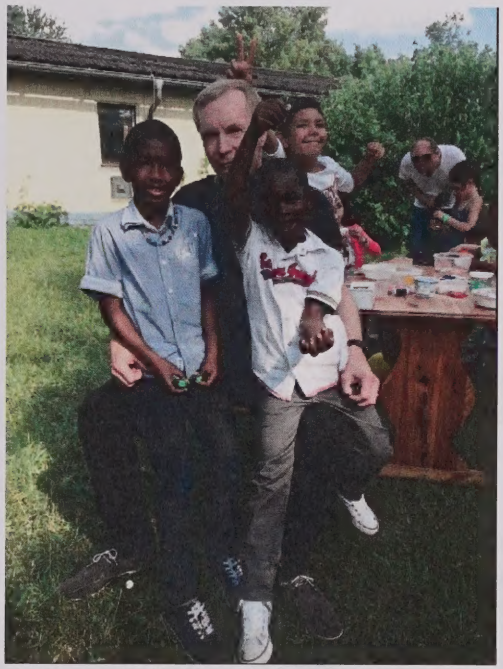
IDG Germany gives some smiles to kids in need

During the past 20 years, IDG Germany has been lending support to organizations in Munich that assist children who come into the country as refugees. That support has come in a variety of ways, including giving a stipend and paying for art supplies for an instructor, Elke Ritter, to organize weekly crafts projects for the children. IDG Germany employees have also supported the organizations through volunteering or their own financial support.

"The kids love these projects because they're busy doing creative things," said IDG Germany CEO **York von Heimburg**.



*IDG Germany CEO **York von Heimburg** spends time with some of the children during his recent visit to a special summer event at one the refugee programs in Munich.*

Elke Ritter, who has been using her background in education and the arts for a variety of German and international nonprofit organizations, organizes a crafts project.

thanksto

The editors of IDG World Update would like to thank the following people who assisted with this issue:

Scot Finnie U.S. Media
John Gallant U.S. Media
Linda Gorgone U.S. Media
Cathy Kelly IDC
Jessica Qiao IDC China
York von Heimburg
IDG Germany

Just four weeks left to sumit IDG calendar contest photos

The deadline for IDG's 33nd Annual Employee Photo Calendar Contest is Sept. 16. The calendar is distributed to all IDG and IDC offices and license partners around the globe. Don't miss your chance at prize money and wordwide fame!

First, second and third prize winners will receive $300, $200 and $150, respectively.

- Submit up to two color or black-and-white digital images on any subject. Images must be high-resolution files suitable for publication in a print calendar.
- Photos may be vertically or horizontally oriented. But please, no panoramic-width photographs can be accepted. Each entry should have your name, business unit, telephone and e-mail address in the body of the e-mail. Please be sure to include a title for your photograph(s).

2016
Employee Calendar
IDG

- Send photos to world_update@idg.com by Sept. 16. Employees worldwide will select the 12 winning photos by voting for their favorites on IDG Central during a two-week period beginning in September.

Questions? Write to IDG World Update editors Patricia Smith or Penny Winn.

IDG World Update

EMPLOYEE NEWS AND INFORMATION

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IDG U.K. captures traffic, revenue with Pokémon Go content

PC Advisor and Macworld U.K. have taken full advantage of the new game's debut to rack up significant traffic gains and revenue increases through editorial and performance marketing initiatives.

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IDG Germany sees gains from AdSense code change

PCWelt, PC Advisor traffic rises in recent months

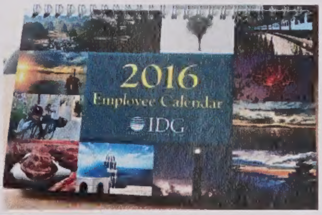
One on one: IDC Program VP High-Performance Computing Earl Joseph

On the Job: Videographer/Production Coordinator

CAMP EYE-DEE-GEE

492 Old Connecticut Path employees in Framingham meet, greet at themed gatherings.

SEE MORE ON PAGE 8

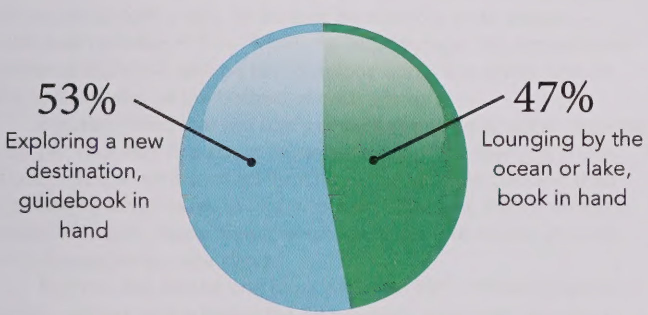


Entries now being accepted for IDG's 33rd annual Employee Photo Calendar Contest.

SEE MORE ON IDG CENTRAL

Question of the week results

What sort of vacation do you generally prefer?



Log on to www.idgcentral.com to vote on this week's question:

Did you watch the opening ceremony of the Olmpics in Rio?

CLICK HERE

Tech & Marketing News from IDG

IDG Corporate Marketing's "Tech & Marketing News from IDG" newsletter aggregates top stories from tech and marketing news sites, including IDG sources. Topics include media, marketing, mobile, social video, the tech industry and press mentions about IDG and IDC. To get on the mailing list, sign up here. Recent selections include:

Supercomputers give a glimpse of cybersecurity's automated future (PCWorld)

How brands can protect their premium audiences as they go global (The Media Briefing)

Official: Facebook launches new layout for Pages (Marketing Land)

Twitter is helping brands drive conversations with "Instant Unlock Cards" (Adweek)

IDG World Update

EMPLOYEE [illegible] RMATION

8 AUGUST 2016 | VOLUME 4[illegible]

I created the InD doc on my new machine and ~~printed the~~, created the PDF too. Printed on my machine and it looks fine.

ONE ON ONE - pag[illegible] NIVERSARIES - page 7 | COMMUNITY - page 8

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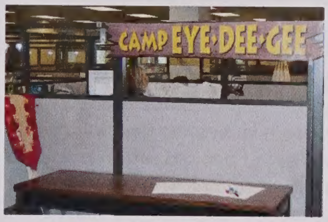

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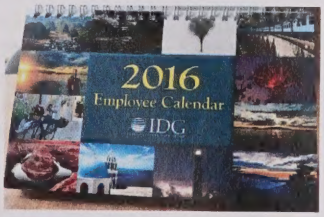

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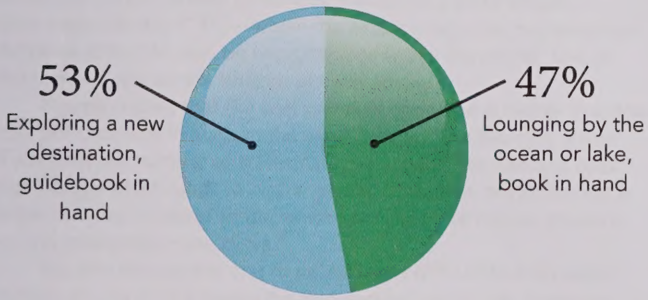

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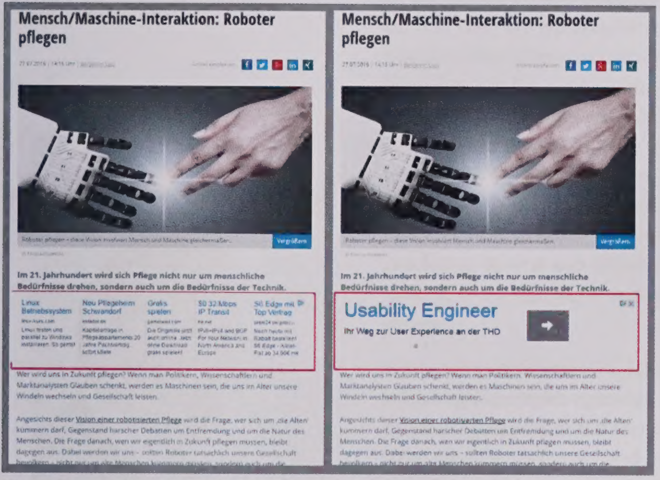
Change in AdSense code snippet leads to better visibility, performance



Mensch/Maschine-Interaktion: Roboter pflegen

Im 21. Jahrhundert wird sich Pflege nicht nur um menschliche Bedürfnisse drehen, sondern auch um die Bedürfnisse der Technik.

Linux Betriebssystem

Neu Pflegeheim Schwandorf

Gratis spielen

50 32 Mbps IP Transit

S6 Edge mit Top Vertrag

Wer wird uns in Zukunft pflegen? Wenn man Politikern, Wissenschaftlern und Marktanalysten Glauben schenkt, werden es Maschinen sein, die uns im Alter unsere Windeln wechseln und Gesellschaft leisten.

Angesichts dieser Vision einer robotisierten Pflege wird die Frage, wer sich um ‚die Alten' kümmern darf, Gegenstand harscher Debatten um Entfremdung und um die Natur des Menschen. Die Frage danach, wen wir eigentlich in Zukunft pflegen müssen, bleibt dagegen aus. Dabei werden wir uns – sollten Roboter tatsächlich unsere Gesellschaft bevölkern – nicht nur um alte Menschen kümmern müssen, sondern auch um die

Mensch/Maschine-Interaktion: Roboter pflegen

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Usability Engineer

Ihr Weg zur User Experience an der THD

The red boxes show the "before" (left) and "after" views of how AdSense ads appeared on PCWelt.de and Macwelt.de.

IDG Germany has made changes to the Google AdSense code it uses across its Tech Media websites — pcwelt.de and macwelt.de — in order to alter the layout of the AdSense ad formats. This new layout of improved AdSense revenues by 35%.

The motivation for making those changes started in the middle of 2015, when PCWelt and Macwelt had an almost 30% drop in traffic overnight, most likely caused by a change in a Google algorithm, which continued for some time, said Yield and Performance Marketing Manager **David Qui Nguyen**. "Google AdSense is part of performance marketing, and a traffic drop directly causes revenue decline. To compensate this revenue loss, we tried to increase the click rate on the AdSense formats by changing their layouts, sizes and even their placements. However those changes weren't enough, as we experienced only slight improvement."

After experimenting for several months and then talking to different Google contact partners, Nguyen decided in May to display only one ad format per ad slot rather than continue with the option to display up to five ads. To do that, he added a code snippet — data-max-num-ads="1" — within the existing tags. He implemented AdSense (620x140 size) on two positions within the article, one on the top and one on the bottom of each article.

Nguyen noted that the cost per click of one ad is higher than the cost per click with five ads in the same space. "The learning is that if you limit the number of ad formats per ad slot, the demand rises significantly which leads to higher prices. Moreover, the ad format is larger and has a clearer shape which leads to more reader attention — and potentially more clicks."

Nguyen also added one more AdSense MPU (300x250) within mobile articles on the below the fold section, which also increases incremental revenue.

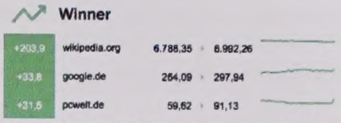
He advises colleagues who might want to try the one-ad option code snippet to measure its outcome daily. He also suggests incorporating AdSense for Search — another easy to implement Google product — that shows sponsored search results from Google on a within publisher's search result page.

Write to David Qui Nguyen. ■

Germany's PCwelt, U.K.'s PC Advisor see big gains in traffic

A Google algorithm change in June has resulted a big boost in visibility for pcwelt.de, which ranked third for the month in terms of its increase in visibility among all websites in Germany, coming in just behind first and second-place sites Wikipedia.org and Google.de.

The figures appear in the Sistrix Index; the Sistrix visibility point is a reference number for a domain's visibility in Google's search result pages. The higher the value, the more visitors the domain — pcwelt.de — is expected to gain from Google. Visibilty ponts are well-suited to measure the consequence of changes to the Google algorithm, noted IDG GermanyYield and Performance Marketing Manager **David Qui Nguyen**

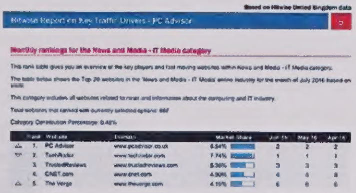


Winner

+203,9	wikipedia.org	6.788,35	›	6.992,26
+33,8	google.de	264,09	›	297,94
+31,5	pcwelt.de	59,62	›	91,13

July gains in visibility points moved the brand into third place among German sites.

"Our website management team around VP/Portal Management & Analytics **Markus Pilzweger** and the editorial team around IDG Tech Media Online Editor-in-chief **Christian Loebering** have been doing a tremendous job during the last few months," said IDG Germany B2C Publisher **Jonas Triebel**. "They have forged an elaborate plan of technical and contextual measures that pulled our websites out of the search traffic dip and brought a significant rise of Google search traffic to pcwelt.de and macwelt.de. Performance marketing revenues are directly connected to the amount of traffic, and this increase of traffic gave another revenue boost to the high-performing AdSense ad formats we recently implemented [see article at left].Therefore, we expect an additional 50% increase in AdSense revenues during the next few months."



Based on Hitwise United Kingdom data

Hitwise Report on Key Traffic Drivers - PC Advisor

Monthly rankings for the News and Media - IT Media category

This rank table gives you an overview of the key players and fast moving websites within News and Media - IT Media category.

The table below shows the Top 20 websites in the 'News and Media - IT Media' online industry for the month of July 2016 based on visits

This category includes all websites related to news and information about the computing and IT industry.

Total websites that ranked with currently selected options: 667

Category Contribution Percentage: 0.48%

	Rank	Web site	Domain	Market Share	Jun 16	May 16	Apr 16
△	1.	PC Advisor	www.pcadvisor.co.uk	8.54%	2	2	2
▽	2.	TechRadar	www.techradar.com	7.74%	1	1	1
	3.	TrustedReviews	www.trustedreviews.com	5.30%	3	3	3
	4.	CNET.com	www.cnet.com	4.90%	4	4	4
△	5.	The Verge	www.theverge.com	4.19%	6	6	6

PC Advisor overtook Future's TechRadar to become the No. 1 Global Tech Brand for U.K. Audience in terms of visits with a market share of 8.54%.

For IDG U.K., July was a month for celebration, as the Hitwise Report on Key Traffic Drivers for the News and Media IT category showed that PC Advisor overtook Future's TechRadar to become the No. 1 Global Tech Brand for U.K. Audience in terms of visits with a market share of 8.54%, and rose to No. 2 for page impressions with a market share of 7.07%, overtaking Trusted Reviews.

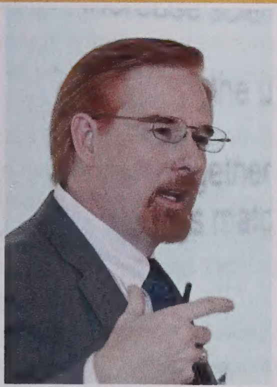
"The Editorial team at PC Advisor is the best in the business, and the site not only attracts more U.K. visitors than any other tech media brand but is responsible for a 300 percent increase in affiliate revenue from this valuable audience — proving that editorial independence and commercial acumen are not mutually exclusive," said IDG U.K. Publishing Director **Simon Jary**.

"This announcement recognizes the value of traditional journalistic standards applied to a far-sighted long-term commercial strategy." said IDG U.K. Editorial Director **Matt Egan**. "We have a brilliant team of bright and engaged editors who are motivated to provide truly independent buying- and consumer advice to U.K. tech purchasers." ■

OneonOne

Earl Joseph

IDC



IDC's program VP for high-performance computing is this week's columnist. Reach him at ejoseph@idc.com.

"High-performance computing has become indispensable for maintaining national security and economic competitiveness."

Q What is high-performance computing?

A High-performance computing (HPC) is the use of computers by scientists, engineers, analysts and others. They are typically running highly computational or data intensive problems. Some problems may run for a year or longer on a very large supercomputer. They are trying to solve some very complicated things like how the universe works, how our DNA really works and how we can cure people via DNA, how to make cars safer and use less fuel, how to make us safer from terrorists, predicting storms and climate change, as well as making animation more realistic in movies and videos.

Supercomputers and HPC have played crucial roles in government agencies and departments. But that's just part of the story. Supercomputers have already made cars and planes much safer, more fuel efficient and environmentally friendly. They are crucial aids in discovering and extracting new sources of oil and gas, and for developing alternative energy sources. They have enabled the weather community to create more accurate predictions of severe storms that can devastate lives and property. They are heavily relied on by diverse industries such as financial services, medicine and health care, entertainment, consumer products and, more recently, by Internet companies. Without supercomputers, detecting today's sophisticated cybersecurity breaches, insider threats and electronic fraud would be impractical. In short, high-performance computing has become indispensable for maintaining national security and economic competitiveness.

Q Can you give us an overview of the main players in this arena, and what global markets (or regions) are the biggest users of HPC now and in the near future?

A The major vendors include companies like HPE, Cray, SGI, IBM, Fujitsu, NEC, Dell, Inspur, and Sugon. The largest market for HPC and supercomputers is the U.S., followed by Europe and then China and Japan. Germany, France and the U.K. are the largest markets in Europe. HPC is used by governments, universities and industry. The government labs are the largest consumer these days and are growing quickly. Bio-life sciences, manufacturing and oil/gas, and finance are major industrial markets. The oil/gas market has slowed due to oil prices but tends to be in a strong growth mode.

HPC is projected to continue to grow for a number of reasons:

- It has become a competitive weapon. This is true for companies, universities and governments. Global competitiveness is driving R&D and better product designs, and even small companies can use HPC to gain market share.

- Governments view HPC leadership as critical. This is true not only for national pride, but more importantly for economic prosperity. It used to be sufficient for a country to have one supercomputer, but now it's important to have multiple supercomputers to support very different research areas.

- There are very critical issues that HPC can help solve. These include global warming, alternative energy, financial disaster modeling, healthcare, homeland security. And on the not-so-critical side, HPC plays a role in making 3D movies and large-scale games fun.

- At the same time, "live" science and "live" engineering costs have escalated, and time-to-solution is months faster with computer simulations.

Q How does IDC's research in this area compare to that of other research firms?

A IDC is the clear market leader in HPC and technical computing. IDC's practice is global and covers the market with a horizontal viewpoint — not just harder or software or storage or semiconductors, but also building construction issues and most importantly how users can optimize their research.

Q What kinds of issues are top-of-mind for clients?

A A major issue is how the next generation of supercomputers, called exascale, will be built. There are many concerns that these computers may require too much power, i.e. one supercomputer could use as much electricity as a small city if new technologies aren't developed. Also, as these computers will have millions of processors they will need a new way of being programmed, and new types of applications in order to make to make their jobs work successfully at such a high level or parallelization.

There are some new technologies that offer major step-function improvements, e.g. GPUs, (Graphic Processing Units) big data, SSD disk drives, faster interconnects, etc. But in each case they require

continued on page 6

IDG U.K. captures traffic, revenue with Pokémon Go

Editorial team's quick action boosts readership and revenue through affiliate marketing

The craze that is Pokémon Go has been frequently in the news in recent weeks, and the staff of PC Advisor and Macworld U.K. has taken full advantage of the opportunity to rack up significant traffic gains and revenue increases through editorial and performance marketing initiatives — all while not writing a single news story.

For the past few years, the editorial policy of IDG U.K.'s B2C brands has been to let other sources cover the news angle of a breaking story and focus on "understanding why each product's target reader cares about a story, and how we can satisfy their needs in a unique and expert way," said IDG U.K. Editorial Director **Matt Egan**.

In the case of Pokémon Go, before the game launched PC Advisor was already ranking highly with a knowledge base article that gave its audience of U.K.- and U.S. tech consumers all the information they could want about the upcoming game, thanks to the contributions of Poki-obsessed editors such as **Lewis Painter**, **Chris Martin** and others, Egan said. "Then, as soon as our trend analysis tools spotted that something big was happening we were able to plan how to take advantage across the portfolio. The charge was led by Group Managing Editor **Marie Brewis**, but with great contributions and support from the entire editorial team."

> "After audience building, performance marketing is our highest priority, and comtent experts [Engagement Editor] Ashleigh Allsopp and [Staff Writer] Henry Burrell] were quick to take advantage."
>
> *Matt Egan*

Since the game had debuted in some countries before others, U.K. readers' first need was to understand how to get and play Pokémon Go before it was officially launched. "In the short term it was the perfect storm for us as we were able to explain how to safely sideload the game in the U.K. [tell to users how to find the game code and install it on their phones], whilst also building credibility as a global 'complete guide' to Pokémon Go." That was accomplished in this story, which continues to be updated daily.

DOMINIK TOMASZEWSKI

IDG U.K.'s B2C and B2B editorial teams focus on why their readers would care about a news story and how they can satisfy those needs in a unique and expert way.

Subsequently IDG U.K. added two additional stories that matched key search and social trends: "How to find Pokémon" and "How to remove a location, business or venue as a Pokémon Go gym." The staff continues to assess the needs of the audience around Pokémon Go and to finesse and update these pages to meet those needs. As a result, they continue to deliver engaged visits. Overall in July, Pokémon Go content generated around 3 million sessions for PC Advisor, representing around 10% of the overall number.

Macworld U.K. took a similar but more limited approach, targeting Apple users and explaining how to install and play Pokémon Go on iOS devices.

On the B2B and enterprise side, IDG U.K. content included a piece in Digital Arts about alternative Pokémon as imagined by U.K. digital designers, updates to existing augmented reality stories, and an update to ComputerworldUK's knowledgebase article on security related to a DDoS attack against the game servers. The staff also opened two consecutive segments of the U.K. Tech Weekly Podcast with discussion on Pokémon Go and what the editors thought about it — mostly positive reactions.

"After audience building, performance marketing is our highest priority, and comtent experts [Engagement Editor] **Ashleigh Allsopp** and [Staff Writer] **Henry**

continued on page 7

Job Spotlight

On the job: Videographer and Production Coordinator

The past few years have seen huge changes in the media space. These changes have resulted in the creation of new jobs with unfamiliar-sounding titles and the retooling of old jobs to incorporate new skills and ways of doing business. IDG World Update's occasional Job Spotlight series is designed to provide insight into what our colleagues are up to.

Name Samuel Plante

Title Videographer and production coordinator, IT World Canada (ITWC)

What a video producer does I'm responsible for the creation of all video content the company generates. The projects can be editorial in nature, covering specific IT topics like cloud security or the channel. They can also be reviews of new products, executive profiles, interviews and coverage of events in the industry. We also like to get creative and find new ways to interpret and explain IT topics using drawings, sketches, animation, stop-motion and motion graphics. ITWC has various shows that are produced on a regular basis such as "All Hands On Tech," "Channel Moves" and "CSO Digital: Security Situations." I take care of the planning, filming and editing of all these video projects.

The services I deliver and who my customers are I provide a complete and thorough video production service, starting with an idea or a script that is brought to me and ending with the final touches of post-production, be it color adjustment, sound mixing, addition of titles and effects, etc. Projects can be from both internal or external requests, by an editor of one of ITWC's publications or by a client of the company.

Key skills required for my job Technical proficiency in image capture and operating video and digital cinema cameras. Once filming is done, you need software-related skills in editing and video compression. Multitasking is also important as I often find myself filming a new video project while also trying to meet deadlines on others. Finally, a good sense for narrative and composition are important as the goal of a video should be to convey visual meaning. Both content and format need to be interesting.

A typical day On some days, I can be filming in our green-screen studio or at a client's location or at an event, and that's on top of any video editing work. Days are often a combination of the above and daily priorities. And schedules change regularly.

Best part of my job Filming new projects. It's when the creative director, the editors and I can be the most innovative and collaborative in finding original ways to present the content. Sometimes it's a camera trick, like a whip-pan, which quickly moves the camer to a new subject with a speeding, blurred image, other times practical special effects.

Most challenging part of my job The long hours of tedious video editing toward the end of some projects when the focus is on the small details, tiny sound adjustments or tweaking a visual effect frame by frame. Plus, the constant struggle between the limited amount of time we have at our disposal versus the work required to make a shot or image look better. I'm a perfectionist.

An on-the-job issue I'd like to know how colleagues are handling Now that we are working in 4K resolution video, the amount of data stored goes up considerably per project. I would be curious to know if other businesses with video services are simply finding ways to store all video material they capture or if it's common practice to create a backup solely for the clips and elements that are used in the completed project, erasing all that is superfluous.

Videographer and Production Coordinator ***Samuel Plante****, here in front of his studio's green screen, joined IT World Canada in 2015.*

A recent work accomplishment For our February "All Hands On Tech," we reviewed Dell's Latitude Rugged Extreme laptop. Because it was the same device seen in the movie "The Martian," we decided to also feature the red planet. Through the use of a lot of green screen and some camera tricks, ITbusiness.ca Editorial Director **Brian Jackson** found himself on Mars. Not too long after the video went up, Dell tweeted a link to our review

What my colleagues would be surprised to learn about me I have various ongoing independent film projects in different stages of development, from scripts to a number of completed short films that are now being submitted to festivals worldwide. Filmmaking is an ambition I actively pursue. ■

continued from page 3

One on one

changes to both hardware and software as well as changing the cost mix of a system. But the largest topic is how to apply these great technologies to make major breakthroughs in each field of research.

Within each sector, there are still very important problems that haven't been solved, e.g. weather forecasting, curing diseases, understanding how DNA impacts one's health, how the universe was formed, safe nuclear energy, finding more oil, improving cyber security, etc.

Q What are a few new or upcoming HPC industry initiatives that will benefit society?

A There are many of them; to cite just a few:

- The Centers for Disease Control used a supercomputer to advance their understanding of the hepatitis C virus, a major cause of liver disease. This paves the way for researchers to discover new therapies for combating the virus. Annual health care costs associated with this virus are estimated to be $9 billion in the U.S. alone.

- Researchers at the Salk Institute (San Diego) are using supercomputers at the nearby National Science Foundation-funded San Diego Supercomputer Center to investigate how the synapses of the brain work. Their research has the potential to help people suffering from mental disorders such as Alzheimer's, schizophrenia and manic depressive disorders.

- Boeing Corporation saved many millions of dollars by using supercomputers. Boeing physically tested 77 prototype wing designs for the 767 aircraft, but for the new Boeing 787 Dreamliner only 11 wing designs had to be physically tested (a seven-fold reduction in the needed amount of prototyping), mainly because over 800,000 hours of computer simulations on supercomputers had drastically reduced the amount of needed physical prototyping.

- Seismic simulations were used to generate a hazard map, with the potential saving of many lives and properties. Upon completion, the California state-wide seismic hazard map could potentially save many billions dollars. These National Seismic Hazard Maps will help set building codes and insurance rates, as well as provide short-term forecast of the frequency of damaging earthquakes in California over a specified time span.

> Researchers at the Salk Institute are using supercomputers . . . to investigate how the synapses of the brain work. Their research has the potential to help people suffering from mental disorders such as Alzheimer's, schizophrenia and manic depressive disorders.

- Supercomputing has led to significant improvements in the Navy's effort to improve tropical cyclone intensity prediction.

Looking further out, the combination of big data and very large supercomputers could allow students to learn at a completely different level. Imagine a sixth-grade student given this assignment: search everything ever published on how buildings are made, run a simulation using all of this data, and then show the best way to build a two-bedroom house in the desert and present it in the morning. The student smiles and knows that the search will take less than 10 minutes, and the simulation will only take five minutes on his latest-and-greatest new phone.

Q What are the HPC Innovation Excellence Awards?

A IDC launched this awards program in 2010 to recognize the best uses of HPC to generate financial ROI — and for generating innovations. Awards are given out twice a year. The program helps to expand the use of HPC by showing real ROI examples and highlighting mainstream and leading-edge HPC success stories. These success stories are added to a large database across many industries/verticals/disciplines that 1) help justify investments and show non-users ideas on how to adopt HPC in their environment; 2) serve as examples for funding bodies and politicians to use and better understand the value of HPC to help grow public interest in expanding HPC investments; 3) allow OEMs to demonstrate success stories using their products. The IDC HPC User Forum steering committee carefully reviews and judges each submission. The awards are given out at the two large supercomputing shows each year, ISC in Germany and SC in the USA. Go here to see the list of previous award winners. The ROI program and data set is available to everyone around the world. ■

noteworthypeople

New employees

Williams-Hoxha

Joann Williams-Hoxha joins **IDC** as senior marketing specialist. Most recently a communications specialist at Oxford Global Resources, an IT staffing firm, Williams-Hoxha holds a B.A. in communications from Eastern Oregon University. A new mom of twin boys and a huge fan of Halloween — "I celebrate Halloween all year long and start devising my Halloween costume in the summertime" — Williams-Hoxha says she can't wait to get her boys dressed up for the holiday this year. jwilliams@idc.com

Solomito

IDG Tech Network has hired James Solomito as an account director. Previously an account executive at Major League Soccer, Solomito earned a B.S. in marketing from Manhattan College. Outside of the office, Solomito enjoys sports and outdoor activities including biking, snowboarding, basketball and going to the beach as well as woodworking. jsolomito@idgcommunications.com

Please send information and photos of newly hired or promoted employees to world_update@idg.com for inclusion in the Noteworthy column.

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

21
Mette Ahorlu *IDC Nordic/Denmark*

20
Andrea D'Amato *IDG Global Solutions*
Brian Kukowski *IDG Technical Services Group*

18
Michele Putt *IDG International Publishing Services*
Alain Pétrissans *IDC France*

17
Laurie Butson *IDG*
Hoang Nguyen *IDC*
Soo Kyoum Kim *IDC Korea*
John O'Malley *IDG Connect*

16
Milly Xiang *IDC China*

15
Daphne Chung *IDC Singapore*

11
Yasuhiro Suzuki *IDC Japan*

10
Judi Brown *IDG Connect*
Francis Dunne *IDC*

8
Marcus Jerräng *IDG Sweden*
Fredrik Roos *IDG Sweden*
Matthew Smith *IDG Connect*
Naveen Barsainya *IDC Singapore*
Sharmila Devanesamoni *IDC Center for Consultancy & Research*
Michael Latchford *U.S. Media*

7
Kathryn Cave *IDG Connect*
Jun Fwu Chin *IDC Malaysia*
Jeff Gallagher *U.S. Media*

6
Thomas Murphy *IDG List Services*
John Sony *IDC Middle East, Africa & Turkey*
Suraya Sahar *IDC Malaysia*
Joseph Villaranda *IDC Philippines*

5
Gina Fulciniti *IDC*
Fabio Oliveira *IDC Brazil*
Frank Fang *IDC China*
Aman Bajaj *IDC New Zealand*

4
Leslie Santiago *IDC*
Martin Kylberger *IDC*
Charles Anderson *IDC Singapore*
Priscilla Heng *IDC Singapore*
Prasanna Narasimnbha Prasad *IDC Center for Consultancy & Research/India*
Rich Hein *U.S. Media*

3
Pedro Silva *IDC*
Sara Nur *IDC Saudi Arabia*
Nabila Popal *IDC South Africa*
Justin Ellis *IDG Global Solutions*
Min Yet Tai *IDC Malaysia*

2
Emilio Parra *IDC Mexico*
Kyota Tsushima *IDC Japan*
Nina Nie *IDC China*
Cathy Huang *IDC Singapore*
Kenneth Liew *IDC Singapore*
Lee Goulet *U.S. Media*
Mike Monaco *U.S. Media*

1
Laura Madaio *CIO Executive Council*
Sheila McNamara *IDG Corporate Sales*
Safae Mazouza *IDC North Africa*
Nathan Budd *IDC U.K.*
Aresu Haghnazari *IDC Germany*
Karina Alexeeva *IDC Australia*
Kai Cui *IDC China*
Ruchika Kakkar *IDC India*
Nupar Kaudan *IDC India*
Brainard Baccay *IDC Philippines*
Sandeep Kumar *IDC Center for Consultancy & Research/India*
Jean Ho *IDG Global Solutions Asia/Pacfic*
Clint Boulton *U.S. Media*
Fedja Sefic *U.S. Media*
Kon Kondakov *U.S. Media*

Follow IDG's corporate social media feeds

Stay up to date on all things IDG by following IDG's corporate social media accounts on Twitter, Facebook and LinkedIn. Get the word out on what's happening by sharing and retweeting.

continued from page 4

Pokémon Go

Burrell] were quick to take advantage," Egan said. ["Comtent" refers to commercial editorial content and revolves around price comparison and affiliate revenue opportunities.] One of the most lucrative stories is a piece on the best power banks, and the team updated it to reflect the usefulness of such devices in making a phone last longer when hunting Pokémon. The team also refreshed other smartphone- and smartphone accessories pieces and quickly put together an online guide to "The best Pokémon toys, gifts and Pokémon Go accessories."

THE COMPLETE GUIDE TO
Pokémon GO
FROM IDG
How to play Pokémon GO
Play like a boss with expert tips
New features coming to Pokémon GO
PLUS
Pokémon GO PLUS
EXPLAINED
HOW TO:
Find Gyms | Find Pokémon | Catch Pokémon | Find Rare Pokémon
WIN
A BATTERY PACK SO YOU CAN PLAY POKÉMON GO FOREVER!

Created in just two days, the Pokémon Go guide was available on three digital magazine platforms during the first weekend of the game's hype.

While Egan said it was impossible to measure how much this directly impacted on performance, July 2016 was second only to November 2015 in terms of affiliate revenue earnings, netting more than £70K (US$93,209), up from £46K ($61,253) the previous month.

With so much great content available, the team decided to put together a digital magazine, which went live during the all-important first weekend of the game's hype. "Due to some amazing work from Marketing Manager **Ash Patel**, Art Director **Mandie Johnson** and Production Editor **Rob Grant**, it took us two days from conception of the idea to having "The Complete Guide To Pokémon Go" available via Zinio, Readly, and PressReader," Egan said, the first magazine on that topic for each of those partners. The 50-page magazine, which did not include ads, sold for about $8 to $10 depending on the platform. Though it is too early to report revenue, it is already IDG U.K.'s most successful digital magazine on the Readly platform.

Write to Matt Egan. ■

Click here for a six-minute video on IDG Central of IDG U.K. Publishing Director Matt Egan talking about the importance of using analytics for developing and serving editorial content online.

offline

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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thanksto

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Earl Joseph *IDC*
David Qui Nguyen *IDG Germany*
Samuel Plante *IT World Canada*
Keith Shaw *U.S. Media*

492 OCP staff meet and greet at themed gatherings

CAMP EYE-DEE-GEE

Organized by the IDG Community Action Board (CAB) and hosted by various groups in the building, a series of five meet-your-neighbor events is helping staff at newly relocated business units at IDG's 492 Old Connecticut Path office get to know each other. In June, the CAB Host Committee included ***Lynn Holmlund****,* ***Stacey Raap****,* ***Sue Yanovitch****,* ***Pat Josefek****,* ***Linda Gorgone****,* ***Keith Shaw****,* ***Lauren Kirchberger*** *and* ***Karen Arnowski****. The summer camp theme featured a fake campfire, camp songs playing in the background and s'more-based treats.*

L-R: IDG Global Solutions U.K. Program Coordinators ***Matthew Ramsay****,* ***Anthony Yianoullou****, and* ***Glenn Coombe*** *with* ***Kimberly Andrews****, account director, Events, IDG Enterprise. The IGS U.K. employees were visiting IGS colleagues in the Framingham office and on hand for the Camp Eye Dee Gee social hour.*

IDG Enterprise Multimedia Content Editor ***Keith Shaw****, IDG Corporate Marketing Content Marketing Specialist* ***Lauren Kirchberger*** *and Group Vice President, Customer Experience and Operations, IDG Events* ***Ann McCrory*** *comprised the winning trivia team at the June game show themed gathering.*

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EMPLOYEE NEWS AND INFORMATION
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ONE ON ONE - *page 3* | NEWS - *pages 2,4* | ANNIVERSARIES - *page 7* | UNSUNG HERO - *page 8*

IDG Global Solutions, IDG A/P teams produce CIO events for EMC

IGS partners with local IDG teams to create a custom CIO event in Singapore, China, Japan and India with consistency in delivery and execution but with strong local influence.

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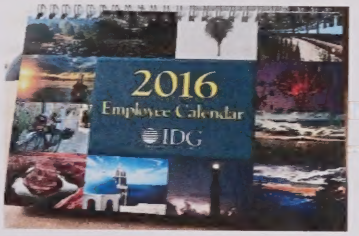
Also inside

IDG.tv and Intel sign deal for eight-part video series

One on one: U.S. Media Chief Content Officer John Gallant on tracking enterprise, consumer tech trends

On the job: Integrated Marketing Programs Specialist, IDC Asia/Pacific



What photos will you submit for the IDG Calendar Contest? The deadline is Sept. 16.

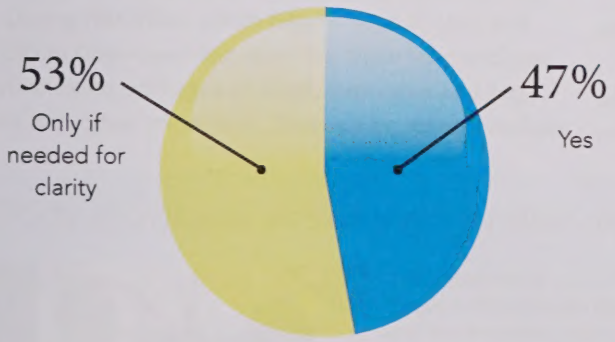
SEE MORE ON PAGE 6

Unsung Hero: IDG U.K. Engagement Editor Ashleigh Allsopp is this week's nominee.

SEE MORE ON PAGE 8

Question of the week results

Do you punctuate your text messages?



Log on to www.idgcentral.com to vote on this week's question:

What sort of vacation do you generally prefer?

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IDG

Tech & Marketing News from IDG

IDG Corporate Marketing's newsletter aggregates top stories from tech and marketing news sites, including IDG sources. Topics include media, marketing, mobile, social video, the tech industry and press mentions about IDG and IDC. To get on the mailing list, sign up here. Recent selections include:

Ad fraud on mobile the next battleground for publishers
(FIPP; features IDG CEO Michael Friedenberg)

IAB study Says 26% of desktop users turn on ad blockers
(Adweek)

4 tech candidates to replace Apple as most valuable company
(VentureBeat)

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IDG ldUpdate

EMPLOYEE N ORMATION

1 AUGUST 2016 | VOLUME 46, M

I think Penny
created this with + PDF
~~xx~~ from InD on
her machine; is that
why I see font problems when I print on
my new computer?

ONE ON ONE - page | NEWS - pages 2,4 | ANNIVERSARIES - page 7 | UNSUNG HERO - page 8

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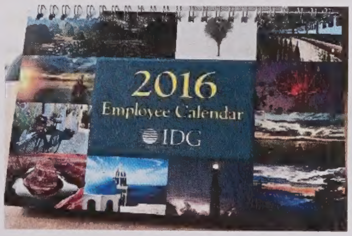

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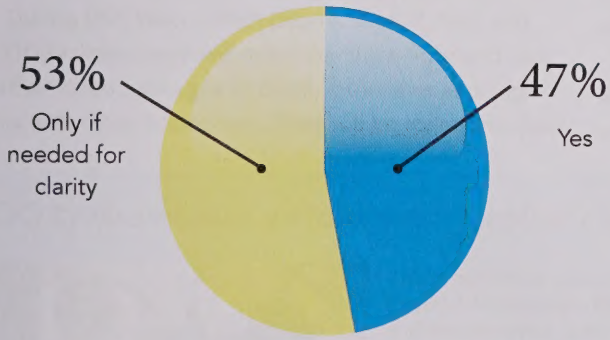

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(VentureBeat)

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IDG.tv partners with Intel for major eight-segment series around PAX West

IDG.tv recently signed a major video project with Intel that will educate IDG viewers about hardware that can optimize their video gaming experience while bringing them news from PAX West, one of the most popular gaming conferences in the U.S.

"This is a significant initiative, because through our video salesmanship and our programming creativity, it brings together four powerhouses — Intel, its ad agency OMD, IDG and Twitch — all around Hardcore Hardware, a year-old series that IDG.tv's Studios team created with U.S. Media Executive Editor **Gordon Ung**," said IDG.tv EVP/General Manager **Dina Roman**. "The overall value of the month-and-a-half-long program is in the mid-six figures. What's more it has a strong margin."

Intel's goals for the campaign are to convince gamers that upgrading to an Intel Core i7 processor will enhance their gaming enjoyment, reach this audience through trusted experts and align the Intel brand with quality video programming. OMD contacted the IDG.tv sales team about the prospect of inviting Ung to be the hardware "influencer" for the campaign. Hardcore Hardware is well known for its "wit, upbeat pace and lots of geeked-out enthusiasm that appeals to our slightly younger video audience," said IDG.tv VP/Video Programming **Kyle Kramer**.

Once a week for four weeks, beginning Aug. 8, Hardcore Hardware will produce a three- to four-minute episode that will feature Ung and an influencer who is prominent in one of the following categories: virtual reality, streaming, e-sports and core gaming/development.

During PAX West, which begins Sept. 2, Ung and the IDG.tv video team will roam the show floor and put together video packages of b-roll, interviews and segments with other influencers. They will be rolled into four 45-minute episodes, one on each night of PAX West, that includes live panel discussions hosted by Ung with the other influencers as guests that recap the news of the day. Twitch will produce the livestream, but IDG.tv will advise on structure and content, Kramer said.

U.S. Media Executive Editor ***Gordon Ung****, host of the Hardcore Hardware show, will team up with influential experts on virtual reality, streaming, e-sports and core gaming/development for special episodes developed as part of a new Intel campaign.*

The nightly shows will be edited and posted for on-demand viewing shortly after the livestream. While the deal with Intel only calls for distribution within the U.S., Kramer said that international IDG business units will have access to the special episodes via the IDG News Service as they normally do with any Hardcore Hardware episode, and they can run the episodes on their sites if they choose.

IDG has guaranteed 10 million impressions for the entire program.

For programming inquiries, write to IDG.tv VP/Video Programming Kyle Kramer; for advertising inquiries, write to IDG.tv Account Manager Megan DiBello. ■

IDG.tv showcases virtual reality, roller coaster integration

IDG.tv featured a video last week by Network World's ***Keith Shaw*** *(black shirt) and* ***Brandon Butler****, who got a look at the new virtual reality experience on the Superman roller coaster at Six Flags New England. The coaster — one of the first to use the technology — offers riders a chance to wear Gear VR headsets through which they fly with the Man of Steel as he does battle with villains.*

OneonOne

John Gallant

U.S. Media

The SVP and chief content officer at U.S. Media is this week's columnist. Reach him at jgallant@idgcommunications.com.

John Gallant recently presented the first Editorial Download as part of the IDG Sales University in which he provided an overview of current issues facing readers, both enterprise and consumer. World Update invited him to provide a brief summary of his full presentation, which you can listen to here.

"Is the emergence of chief digital officers, chief data officers, chief innovation officers a threat or a temporary blip? The whole function and role of IT is changing rapidly, and we've got a lot to do to help our readers keep up."

Q You recently spoke at the IDG Sales University about trends in enterprise and consumer technology. Let's start on the enterprise side. What are the big trends you're tracking and reporting on there?

A At a very high level, for the most senior IT leaders, the critical issue is about supporting or, better yet, driving digital transformation efforts. That means using technology to fundamentally change how your organization interacts with customers, suppliers and business partners, and it changes the way you work internally. This is all being driven by the emergence of what IDC calls the 3rd Platform technologies of cloud, mobile, big data/analytics and social business. In order to do that, IT leaders have to really drive cost out of the old IT model to put toward new development and customer-facing initiatives. In many cases, they are shifting expenditures from capital investments to subscription-based services. They have to get much faster at developing products and supporting new needs, and in order to do that they have to get more aligned with the thinking of customers, employees and line-of-business leaders.

ok

CIOs and other top IT executives are also revamping their IT organizations to accomplish these things and to focus on skillsets in key emerging technology areas — areas where they face some real tough challenges in hiring and growing talent. Not to mention that as buyers with multimillion (in some cases, multibillion) dollar budgets, they have to manage big changes among their existing strategic vendors and get really good at finding emerging companies that can solve problems for them. On the former, consider the split of Hewlett-Packard into enterprise and personal systems companies and the pending — and giant — Dell/EMC merger. Those are just a couple of examples of the big changes under way.

Q That's an awful lot to handle at once.

A Yes, and keep in mind that the CIO is also experiencing something of an existential crisis. Can the CIO be good at all these things? Can the CIO be a dynamic business leader and run the most cost-efficient, cutting-edge cloud-like infrastructure or are those different roles? Is the emergence of chief digital officers, chief data officers, chief innovation officers a threat or a temporary blip? The whole function and role of IT is changing rapidly, and we've got a lot to do to help our readers keep up.

Q What are some of the key technology concerns that are on the minds of enterprise IT readers today?

A Security and risk management concerns are top of mind in every boardroom and IT shop today. Not only are the threats increasing — ransomware, advanced persistent threats, etc. — but you've got all kinds of bad guys involved from other countries, organized crime, activists, insider threats — you name it. Also, there's the realization that many of today's most widely used security tools are not optimized for the latest threats. The good news — if there is any — is that there is much more awareness of the issue at the highest levels of the company, and there is a lot of innovation happening in the security market that will make it easier to secure our data, applications, identities, etc.

Q What else is on the technology agenda?

A Cloud is big: Assessing the appropriate uses of software-as-a-service, infrastructure-as-a-service and platform-as-a-service and understanding the roles of private cloud, managed private cloud and hybrid cloud options in supporting your application workload. There's a tremendous amount of interest in — and spending on — hybrid cloud as IT leaders attempt to marry the best of public cloud offerings with a more dynamic, flexible and cost-effective private infrastructure. Also, whenever there is a big shift in the IT landscape, customers have a need for new tools to run their new environments. We're seeing a blossoming of offerings for managing, securing, automating and orchestrating cloud, as well as tools to help manage spending and integrating cloud and non-cloud applications and data sources.

Because of that interest in private and hybrid cloud, there is rapid growth in new converged and hyper-converged infrastructure. These represent new ways to package highly virtualized computing, storage and networking capabilities together in order to reduce cost and dramatically simplify data center management. On the virtualization front, our readers have made great progress over the years with server virtualization, and they are working hard now to virtualize storage and to embrace new network virtualization capabilities like software-defined networks and network function virtualization. These are important in creating a much more dynamic infrastructure that moves workloads across private and public clouds more efficiently.

We've also seen a great increase in adoption of open source technologies to solve a variety of

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IGS partners with local IDG teams in APAC region to produce custom CIO program for EMC

IDG Global Solutions (IGS) recently completed an "incredibly successful" event program on behalf of EMC, which replicated a custom event format in multiple Asia/Pacific markets with consistency in delivery and execution but with strong local influence, said **Briony Rowe**, IGS events director, global.

The series of four half-day events followed the great success of the custom CIO program that IDG Australia delivered for EMC and its federation partners (VMware, Pivotal, RSA, Virtustream and VCE) last October and served to strengthen IDG's relationship with an important customer, Rowe said.

When the EMC executive team decided it wanted to reach out to CIOs in a number of core APAC markets, **Barbara Simon**, president and publisher, IDG Enterprise ANZ, whose team had organized the Australia event, put them in touch with IGS's Rowe. Rowe worked with the local IDG teams in Singapore, China, Japan and India to build a strong proposal, sell it to EMC and coordinate the program centrally so the client had a single point of contact for all four events.

"The teams involved in this program gave total commitment to delivering first-class events with a consistency of excellence in the execution."

Briony Rowe

The CIO Summit Mumbai 2016, held in April, attracted 56 CIOs (against a goal of 30).

EMC had previously run its own CIO Summit in 2014 in Singapore and found a real challenge in converting high-level customers, or prospective customers, into actual attendees. "EMC and its federation partners had mixed perceived value among Summit attendees, and this didn't alter as a result of the program, which meant it was a large investment for relatively small ROI," Rowe said.

IGS and the local IDG teams worked to create a series of highly customized, half-day high-end events. EMC wanted a strong experiential element that would attract only the most senior CIO audience with a particular focus on EMC's target accounts, Rowe said, adding, "at times it was a challenge to persuade the client to look beyond only their preferred accounts, but we worked in a highly collaborative way and ultimately delivered a very, very high-level audience — the majority of whom were from their target accounts — that they certainly wouldn't have achieved without the IDG partnership."

"The calibre of people that attended the event was exceptionally high. They were people who do not often go to conferences. However, the EMC Federation CIO Summit in Singapore demonstrated that with a long enough lead time, an enticing venue and well-known international thought leaders, we are able to attract some of the most senior technologists in Singapore," said **Glen Myles**, regional sales director, Executive Networks Media, IDG's Singapore licensee.

EMC and its federation partners had a number of very senior executives attend these programs so it was critical — from an internal and external perspective — that the events offered a deluxe element, distinct from other competitor events, Rowe explained. "Our local teams sought out high-end, unique venues that would be a strong draw for the audience; in Beijing, for example, we used a private members club — the Hong Kong Jockey Club — and in Singapore the Jaan restaurant, which is the only restaurant in Singapore featured

continued on page 6

Job Spotlight

On the job: Integrated Marketing Programs Specialist

The past few years have seen huge changes in the media space. These changes have resulted in the creation of new jobs with unfamiliar-sounding titles and the retooling of old jobs to incorporate new skills and ways of doing business. IDG World Update's occasional Job Spotlight series is designed to provide insight into what our colleagues are up to.

Name Amabel Palencia

Title Integrated marketing programs (IMP) specialist, IDC Singapore

What an integrated marketing programs specialist does I'm part of the sales team that supports business development in IMP opportunities across all accounts in Asia/Pacific. IDC's IMP is a collaborative approach that leverages different IDC products and services — syndicated research, custom survey and content and event capabilities — to align with clients' marketing initiatives and business objectives to drive thought leadership, brand awareness or lead generation. I'm the go-to person for anything related to sponsored co-branded content such as infographics, white papers, event collateral or videos for clients' external distribution.

The services I provide and who my customers are As a specialist, I create product-description slides, advise on pricing, build proposal templates and maintain a library of sample files and successful program case studies for internal and external use to educate the sales team and showcase to clients. My primary customers are internal — the sales, analyst and delivery teams. I work with them in proposal generation, knowledge sharing on similar projects that are completed or ongoing and end-to-end campaigns (content creation to social or digital promotion and/or event solutions).

Key skills required for my job Organizational skills and multitasking help with the amount of information and files that need to be kept and regularly updated. Good communications skills (internal and external); for example, when attending client meetings I have to understand their needs and translate their requirements to what IDC can offer and get buy-ins from the analyst and production teams that will deliver.

A typical day A typical day at work is spent answering inquiries on product specifics from regional and country teams, having discussions with sales on their IMP opportunities, brainstorming with the respective teams and putting their ideas on paper. In between, I find time to do housekeeping, update IMP collateral, put together new case studies, help train new members of the sales and analyst teams and do reports on sales bookings.

Best part of my job Different conversations and opportunities every day. In Asia/Pacific, we work with IDG Global Solutions on IDC content plus IDG promotion campaigns since everyone now is going digital and wants multiple touch points with their content. Working with my boss, AVP, Custom Solutions **Brian Kornegay**, on more creative and complex full-year campaigns that involve different components from IDC global teams, IDG and other partners is on-the-job training. It's nice being on a team that is innovating and finding ways to repurpose content and add more value to it.

Integrated Marketing Programs Specialist ***Amabel Palencia*** *joined IDC Philippines in 2007 as a research editor and moved to IDC Singapore in 2013.*

Most challenging part of my job When everything gets high priority, it gets overwhelming in my hybrid role. Difficult customers can be another challenge. No matter how many times you've set expectations, sometimes things don't go as planned, and you have to focus on delivering and meeting the customer halfway.

An on-the-job issue you'd like to know how colleagues are handling Pricing is sometimes an issue for customized projects. It's always a question on how IMP can add more value and what are the clear benefits. We are always looking for new ideas and improving efficiencies. Sharing successful programs that can be replicated is welcome; finding ways to collaborate is even better.

A recent accomplishment It's tricky delivering IMP projects because of the effort put into the proposals and actual production, timelines and investment, so it's an accomplishment getting repeat business and upsells.

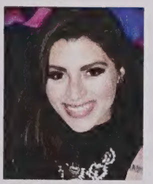
What my colleagues would be surprised to learn about me My age. They're always shocked when they find out I'm in my 30s. ■

noteworthypeople

New employees

Diercks

IDC Framingham has hired **Justin Diercks** as a business development representative. Previously a research intern with Sullivan Insurance, he holds a B.S. in business administration from the University of New Hampshire, specializing in marketing and management. He enjoys camping as well as playing the guitar and drums. jdiercks@idc.com



Higuera

Previously a senior social media and promotions strategist with Brafton, Inc., **Michelle Higuera** joins **IDG Strategic Marketing Services** as a social media analyst. She earned a B.S. in sports management from Anna Maria College and an MBA in sports management from Southern New Hampshire University. In her free time she is a hockey mom for her three-year-old. mhiguera@idgcommunications.com

Richtmann

Marion Richtmann is **IDG Germany**'s new human resources manager. She was previously human resources business partner with Hubert Burda Media and holds a degree from Fachhochschule Regensburg where she studied economics. In her free time she enjoys horseback riding and sailing catamarans. mrichtmann@idg.de

Solomito

IDG.tv has hired **James Solomito** as sales director, Video Advertising Sales. He was most recently an account executive with Major League Soccer responsible for national digital and social media sales. He earned a B.S. in marketing from Manhattan College and enjoys soccer, history and woodworking. jsolomito@idgcommunications.com

Please send information and photos of newly hired or promoted employees to world_update@idg.com for inclusion in the Noteworthy column.

Enter the 2017 photo calendar contest

Calling all IDG photographers! Enter your two best shots in IDG's 33nd Annual Employee Photo Calendar Contest. The calendar, which is mailed to all IDG affiliated offices worldwide, is an opportunity for a bit of fame and — should your entry be one of the top three vote getters — some spending money. First, second and third prize winners will receive $300, $200 and $150, respectively.

2016
Employee Calendar
IDG

- Submit up to two color or black-and-white digital images on any subject. Images must be high-resolution files suitable for publication in a print calendar.
- Photos may be vertically or horizontally oriented. But please, no panoramic-width photographs. Each entry should have your name, business unit, telephone and e-mail address in the body of the e-mail. Please be sure to include a title for your photograph(s).
- Send photos to world_update@idg.com. Entries must be received by Sept. 16, 2016. Please direct any questions to IDG World Update editors Patricia Smith or Penny Winn.

continued from page 4

IGS CIO Summit

on the Asia Top 50 list."

"This event was a good example of setting and managing the client's expectations," said **Siddharth Singh**, VP, operations at IDG India. "Once we realized that the previous venue selected by the client (the Taj Mahal Hotel) had to be changed quickly, owing to a government event planned in the same hotel, we acted fast and successfully relocated the event to a new venue (the Four Seasons Hotel). There was a bit of resistance at the start, but we managed to illustrate the upsides very clearly. Later we surpassed the client's expectations by recruiting 56 CIOs. Overall the event was managed quite seamlessly."

Each event also featured both local speakers and well-known international keynotes to further draw the audience and set the programs apart from the competition. Among the featured speakers were entrepreneur, venture capitalist, best-selling author and two-time Emmy-nominated media visionary Leonard Brody; and Rowan Gibson, widely recognized as one of the world's foremost thought leaders on business innovation and best-selling author of three books on business strategy and innovation.

Each of the four events over-delivered on attendee goals, Rowe said. Against a goal of 30 attendees per event, IDG delivered 141% over target with an average of 43 CIOs per event. "To over-achieve on attendee goals is always an expectation of any IDG event, but to achieve 141% on a highly targeted series for only large enterprise CIOs was an outstanding result," Rowe said. "The teams involved in this program gave total commitment to delivering first-class events with a consistency of excellence in the execution. For myself and the team that coordinated this series, it was a real pleasure to work with some of our editorial, marketing and events experts across APAC. I sincerely hope that in delivering an event with such high ROI, we can expect further expansion of the program to follow in the near future from this client."

Reaction from the client was uniformly positive, Rowe said. "The CIO Summit event [series] was excellent with lots of incredibly positive feedback regarding the quality of attendees and content," noted Tom Humphries, EMC director, Enterprise Marketing, Asia Pacific & Japan.

"The CIO Summit 2016 Mumbai event was a success. We surpassed the expectation in terms of participant numbers and also, overall, the quality of the participants remained good. So, thank you all for your efforts and professionalism. Let's keep the bar high, as always!" added Jude Amalore, manager, field marketing, EMC IT Solutions India, in an email to Rowe.

For more information, contact Briony Rowe. ■

continued from page 3

font ?

One on One

problems. To get a sense of how robust and diverse the open source marketplace is today, you only need to look at InfoWorld's annual Best of Open Source Software (or Bossie) Awards. Open source technologies are playing a key role in a major opportunity and focus area for readers in big data/analytics. IT executives are looking for new ways to store, process and analyze huge volumes of corporate and publicly available data (like social media information) to boost marketing, drive sales, improve their products and customer service.

Also on the radar are things like collaboration (think Slack, Yammer, etc.) and machine learning/artificial intelligence. It's exciting to see how IBM, for example, is applying its Watson machine learning technology to solve a lot of problems in a very diverse set of industries. And as if all of that were not enough, companies are exploring applications of the Internet of Things to create new revenue streams and to help customers get more out of their products. Soon-to-be-based-in-Boston GE is a real leader here and is generating huge revenue streams by applying intelligence gleaned from its engines, power systems and medical devices in the field. Boston is a bit of a hub of IoT activity with companies like PTC and LogMeIn also focusing on IoT platforms. IoT creates big challenges around data storage, local processing power and analytics, but it's going to be a game changer for many companies and industries.

Q What are the key issues in the consumer technology space?

A **Jon Phillips** and his team at IDG Consumer & Small Business (CSMB) do a great job focusing on the concerns and interests of tech enthusiasts — whether they are Apple or Android loyalists, PC platform gurus or focused on creating a smart home and getting the most from new music or cord-cutting entertainment options. In all of these cases, readers want to know how to get the most out of the products they already have, what to buy and how technology can improve their health, fitness, work or relaxation. Within that broad rubric, here are some of the things that seem to really get readers' attention:

- What's coming in iPhone 7? Apple is the world's most important tech company, and the iPhone is its biggest product. Ipso facto, the October iPhone refresh is always the biggest consumer story of the year.

- Likewise: How can I get more out of iOS? Tips, tricks and explainers on the iPhone/iPad OS always spike consumer interest.

- What's the best bang-for-the-buck video card? This isn't a mainstream tech story, but it's paramount to PC gamers, and thus the core PCWorld audience. Right now, NVidia and AMD are exchanging blows on this battlefront. Consumer are most interested in the video cards that deliver no-excuses 1080p gaming performance at an affordable price.

- What laptop should I buy? They're not as sexy as they used to be, but people still buy a new laptop every few years, and they're looking for advice. We find that coverage of high-end laptops does surprisingly well.

- Windows 10: Whether it's about upgrading to Windows 10, or simply explaining new features, readers care.

- How do I make everything more secure? From newbies to nerds, everyone is interested in tighter security. This extends from desktop PCs to phones to now even smart home gadgets like Wi-Fi cameras and door locks.

- Android phones: Samsung still has a lock on the Android phone market, but more and more, Google itself is becoming a player. The last Nexus phones (the only phones running "pure" Android) were no-excuses hardware. And now rumors say that Google is going to actually make its own Nexus phones instead of contracting an OEM like Huawei for manufacturing.

- Virtual reality. We cover it because it's fresh and new and could turn into something big and mainstream. But right now, VR headsets don't drum up that much reader interest. Still, it's important to cover something from the ground up.

- Facebook, Twitter, Snapchat and other social media/messaging: These will always be important tech stories, though our so-called "core" readers are older and less social media-aware. ■

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

33
Georg Sing *IDG Germany*

24
Michael Wallace *IDC*

23
Carol Glasheen *IDC*

21
Keith Kmetz *IDC*

17
Anders Engström *IDG Sweden*
Mike Hartmann *IDG Germany*
Stephane Krawczyk *IDC France*

16
Petr Vopálecky *IDG Czech Republic*
Zoltan Komaromi *IDC Hungary*

14
Edgar Fierro *IDC Mexico*

13
Karen Haslam *IDG U.K.*

12
Szymon Augustyniak *IDG Poland*
Lisa Rowan *IDC*

11
Rebeca Cruz *IDC Mexico*
Tomoko Nakatsukasa *IDC Japan*

10
Masahiro Katayama *IDC Japan*
Theresa Eshiet *IDC West Africa*
Ludmila Malcheva *IDC Bulgaria*
Kristina Pejchalova *IDC CEMA*

9
Lyudmila Barabash *IDC Ukraine*

8
Kimberly Robinson *IDC*

6
Helen Savage *IDG Global Solutions*
Joao Felizardo *IDG U.K.*
Konstantin RYchkov *IDC CEMA*

5
Karsten Schmidt *IDG Germany*
Selina Alecu De Flers *IDG Germany*
Edyta Kosowska *IDC Poland*
Chadwick Huston *IDC*

4
Isaac Llandez *IDC Mexico*
Dauren Kurmangaliev *IDC Central Asia*
Byron Connolly *IDG Australia*

3
Shigehiro Jujimura *IDC Japan*
Sebastian Weinmüller *IDG Germany*
Lucia Chudikova *IDC CEMA*
Nadia Doroshenko *IDC Ukraine*
Pavel Polivka *IDC CEMA*

2
Wolston Lobo *IT World Canada*
Ondrej Jelinek *IDC CEMA*
Michal Sterba *IDC CEMA*
Suya Xiong *IDC*

1
Jordan Moss *IDG Connect*
Gemma Rollason *IDG U.K.*
Jeetinder Marharu *IDG U.K.*
Reyhan Kartaloglu *IDC Germany*
Joyce Chireka *IDC South Africa*
Serap Tantekin *IDC Turkey*
Kevin Finnegan *IDC*
Samantha Ortiz *IDC*

unsunghero

Ashleigh Allsopp

Engagement Editor

IDG U.K.

IDG U.K. Editorial Director Matt Egan *named Engagement Editor* Ashleigh Allsopp *his team's Unsung Hero. "Ashleigh is talented, hard-working and gets things done," he said. "She quickly grasps complex ideas, is creative in finding solutions and balances today's urgent goals with building for the long term. Most of all, Ashleigh inspires by example without showing ego. She's a nice person and great fun to be around."*

Home Essex, U.K.

Title Engagement editor, Tech Advisor group.

Primary job responsibilities In addition to being a journalist within the Tech Advisor group, I'm responsible for overseeing social media, engagement from readers both on social media and on our website through the use of polls, charts and other interactive elements, and affiliate partnerships from an editorial perspective. I work with the team to create articles that offer expert buying advice for readers, and, as a bonus, we get a commission should those readers go on to buy something as a result of the advice we've provided.

Three things I do in a day's work On an average day, checking the previous day's affiliate revenue, sharing articles on social media, suggesting article ideas based on what people are sharing and liking on social media, then writing an article or two for *Macworld*, *PC Advisor* or *Digital Arts*. On a not so average day I'll be meeting with affiliate partners, jetting off to a trade show or attending launch events.

What I love most about my job I've always wanted to write, so I feel very lucky to be able to say that I've achieved that dream. I also love the affiliate side of my job because it's instant gratification – it's easy to see that readers are listening to your advice and acting on it.

A hot-button issue I'm dealing with on the job Affiliate is still quite new to me and the rest of the team, but we have quickly adapted over the past year, and I think our efforts have really shown. We now have an additional writer focused on commercial content, and we are learning new ways of monetizing the articles we write all the time.

DOMINIK TOMASZEWSKI

IDG U.K. Engagement Editor ***Ashleigh Allsopp*** *joined IDG U.K. in May 2011.*

Latest accomplishment We've seen huge affiliate success with an article we've put together about VPN software, which has been particularly exciting despite the rather less exciting subject matter.

Career highlights This past year has been the best of my career so far; I've really felt like I'm making a difference to the company, and that's hugely gratifying. But highlights are probably from earlier in my career. I will never forget seeing my first byline, my first feature and my first column or how great it felt to go on my first press trip and get my first press badge.

Interests outside the office I'm an avid reader and even write a blog about books. I also make jewelry that I sell on Etsy.

What others can't tell just by looking at me Most people wouldn't know that I'm still a child at heart with a love of Harry Potter and Disney and a collection of rubber ducks.

Do you know a person whose quiet contributions help ensure the success of the whole group? Write to IDG World Update.

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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thanksto

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IDG World Update

EMPLOYEE NEWS AND INFORMATION

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ONE ON ONE - *page 3* | NEWS - *page 4-5* | ANNIVERSARIES - *page 7* | UNSUNG HERO - *page 8*

Bons baisers de Paris

LMI launches eight-city outreach event to mark 35th anniversary

The Tour de France event gives the Le Monde Informatique staff and readers a chance to meet, share ideas and best practices about IT and listen to key industry speakers from eight cities around the country.

SEE MORE ON PAGE 2

Also inside

One on One: IDG CMO Josh London provides an update on IDG's unified brand effort

10th edition of NZ CIO Summit breaks records

Digital Leader Awards honor innovation in the German market

Framingham-based IDC employees volunteer at Habitat for Humanity house.

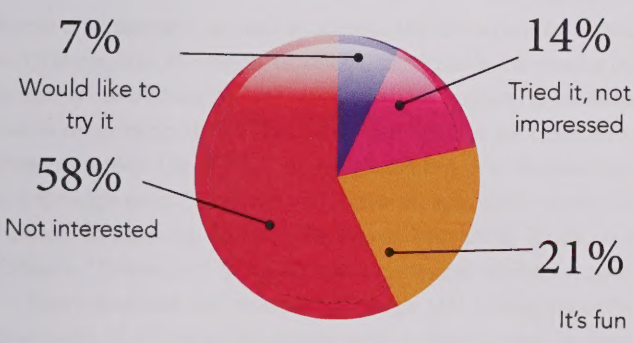
SEE MORE ON PAGE 6

Unsung Hero: IDG.tv Videographer and Editor Christopher Hebert is this week's nominee.

SEE MORE ON PAGE 8

Question of the week results

What do you think about Pokemon Go?



Log on to www.idgcentral.com to vote on this week's question:

Do you use punctuation in your texts?

CLICK HERE

IDG employees reach out

Employees at IDG's Corporate Services Group collected snacks for a local after-school program. See page 6 for more and let us know what colleagues in your office are up to in the local community.

LMI uses 35th anniversary to promote eight-city reader-outreach event

Le Monde Informatique (LMI) is using its 35th anniversary of covering the French IT industry this year to promote its fifth Tour de France, a series of reader-outreach events held across France.

"The 35th anniversary promotion started in June with an article named '35 Years at Your Side,'" said **Jean Royné**, managing director of IT News Info, IDG's French licensee. "A week later, we launched a 35 Years dedicated space on our home page, inviting our readers to discover a different vintage cover of the magazine every day."

When a reader clicks on the cover, she also gets an invitation to attend LMI's eight-city Tour de France. The Tour, Royné said, gives the LMI staff and readers "a chance to meet, share ideas and best practices about IT and new technologies and listen to key industry speakers from their region." The agenda is the same in each of the cities the Tour travels to, although the speakers are different for each city. Royné said the speakers are carefully chosen by the LMI staff and are all prominent CIOs working and living in the area who have a unique insider view on the IT industry. Among the agenda items are the Digital Workplace, Hyperconvergence, Governance and Security and the Internet of Things.

> "It's a simple idea really, but it works beautifully because it answers a need: to show interest in our readers in their home environment, as well as accentuate LMI's presence throughout the country."
>
> *Jean Royné*

"It's a simple idea really," he said, "but it works beautifully because it answers a need: to show interest in our readers in their home environment, as well as accentuate LMI's presence throughout the country. In France, business, particularly the media industry, is mainly centralized in Paris, and it can be frustrating for those who live in other regions." In 2011, the Tour went to six cities and had three partners. The 2016 Tour, which will begin in September and run through early December, will have six sponsors, visiting Lyon, Nantes, Strasbourg, Reims, Lille, Aix-en-Provence, Toulouse and Orleans. "We expect 50 to 80 participants per event," Royné said.

Every attendee will receive a 75-page LMI collector's edition book with 35 of the publication's most striking covers, quotes and editorials from LMI Managing Editor **Serge Leblal** and Axel Leblois, the creator of Le Monde Informatique. After the Tour LMI will use this pocket-size book as a client gift.

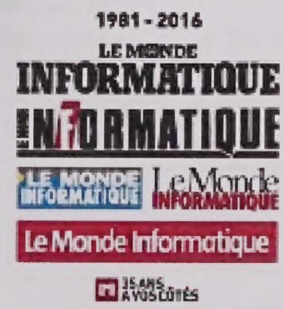
LMI is also offering a weekly interview with a different French IT executive that provides his or her analysis on how the IT business has evolved, how the IT press has covered that evolution and ways the executives stay up to date with their industry.

Bons baisers de Paris

*The IT News Info team includes (l-r): **Florine Gillebert**, social media recruitment project manager; **Jean Royné**, managing director; **Alison Delanglet** and **Alexandre Randon**, Events department trainees; **Emmanuelle Coulon**, account manager; **Fabienne Canoy**, web designer; **Cécilia Andrietti**, account manager; **Olivier Finot**, developer trainee developer; **Corinne Huron**, marketing event manager; **Didier Barathon**, journalist; **Dominique Filippone**, journalist; **Isabelle Coudert**, account manager; **Eric Herrero**, accountant; and **Serge Leblal**, managing editor.*

LMI will also be asking its readers "What kind of IT professional are you?" in its annual reader survey, which is done in partnership with IT News Info's CIO-Online.com and a French human resources firm.

"Every year we have a survey about the IT Challenge of the Year," Royné said. "In this anniversary year we decided to focus on those who work in the IT industry – from entry-level employees to executives – and ask them about their personalities, their careers, how they feel about the digital transformation and how they see the future. We are expecting around 500 completed questionnaires." He added that the survey's results will be given as an exclusive preview to those attending the Tour de France before they are released at year's end.



Le Monde Informatique logos throughout the years.

Formerly a print publication, LMI, along with its sister publications CIO, Réseaux & Télécoms and Distributique, became online-only in 2007. Royné said that in 2016 LMI's average reach is 361,000 unique visitors, 1,570,000 views and 860,000 visits. "None of LMI's competitors has been in existence for 35 years," Royné said. "We are the proud and sole media operation in this business for this long. And we are the leader."

For more information contact Jean Royné. ■

OneonOne

Josh London

IDG

The chief marketing officer of IDG is this week's columnist. Reach him at josh_london@idg.com.

> "We have seen a dramatic increase in sales leads since launch [of the unified IDG brand]."

Q What sorts of results are you seeing (or hearing about) from the unified IDG brand rollout that began in March?

A Results from the brand rollout have been very positive. Employees around the world have embraced the intent behind the campaign: to raise our profile among the millions of tech buyers, advertisers and clients who know IDG primarily through our individual properties.

We are seeing consistency throughout the world, from the way we associate our brands with IDG, to going to market with unified messaging and a single PowerPoint template. We have seen a dramatic increase in sales leads since the launch. In the first 100 days more than 300 social media accounts and 69 websites have been updated to reflect the new brand architecture, design and messaging. Business unit and country-specific collateral has also been updated globally, including some country-specific websites such as Sweden and Germany.

Media coverage around the brand launch was terrific: nine articles in the media, including two in Forbes alone, carried campaign messaging, graphics and our new corporate video. IDG was named as a finalist in the North America Employee Engagement awards and the brand launch will be used as a marketing case study at the University of Virginia Darden School of Business.

Q What have you learned since launching the brand initiative?

A We were humbled to see the enthusiasm around the campaign and the willingness to adopt a unified platform. People told us they have been waiting for a cohesive marketing strategy and were excited to show they were part of a larger entity.

Once the campaign was rolled out, we received feedback and quickly adjusted some of our materials to better meet business realities — like using system fonts instead of custom ones. We still have a ways to go to grow awareness of IDG as a whole, but our audiences have been very receptive. Customers are becoming more aware of the depth of IDG's capabilities.

Q Have you had any feedback from IDG's sales teams regarding the brand rollout?

A The sales teams have told us that they have been able to use the brand campaign as an opportunity to meet with customers and open the dialogue on new services they may want to consider to strengthen current or future campaigns.

In fact, as an example, we heard from **Andre Kisch** (IDG Sweden) that the new materials and corporate video provided an easy way to discuss clients' initiatives. Andre had a meeting with the Swedish and Nordic CMOs for IBM who really liked the IDG CMO Perspectives series. Andre had a two-hour meeting with his contacts who promised to help communicate IDG's capabilities to the IBM Nordics team, letting every internal stakeholder in on the IDG story in order to benefit from an even closer collaboration.

Lastly, we've heard from different groups throughout the company about how much easier it is to have a single template in client presentations with other IDG departments and how it presents a unified front to clients.

Q You've mentioned that IDG will be launching an advertising campaign — can you update us on those plans?

A The advertising campaign launched on June 24. The intent of campaign is to drive awareness and leads. We're advertising in APAC, Europe and U.S. regions on IDG owned and operated sites. We're launching targeted programs on LinkedIn and Facebook, as well as rolling out client events in Boston, New York, San Francisco and London.

Q Now that the brand initiative has been rolled out, what are your top two or three priorities for the coming months?

A The launch was only the beginning. We have to ensure that we are marketing in a consistent manner globally, which places the customer first. We have been releasing a series of new PowerPoint decks, sell sheets and social media graphics, position papers, videos and research. You can find the latest by subscribing to THE UPDATE and on IDG1.

In addition to the advertising campaign in market, we'll continue to roll out other initiatives through the rest of 2016. We'll have new lead generation campaigns in market soon, we're developing new content for use by our sales and marketing colleagues and planning networking events over the next several months intended to introduce IDG to younger media professionals.

continued on page 7

New Zealand CIO Summit celebrates 10 years with record-breaking event

IDC New Zealand in partnership with Conferenz, a leading New Zealand conference and training company, celebrated 10 years of its annual CIO Summit and Awards dinner in Auckland last month.

The New Zealand event is "one of IDC's founding CIO Summits and one on which others in the series are based," said IDC New Zealand Senior Events Manager **Yvonne Gill**. "Since the New Zealand version has been running for a decade it has grown in size — it is a two-day paid event while most other Summits are run for one day — and has additional event features that go beyond the other IDC CIO Summits," Gill said. IDC New Zealand has partnered with Conferenz since the event's founding. "Joining forces enables us to scale up the event to a level that either organization would have been challenged to achieve alone," she noted.

IDC New Zealand Country Manager **Peter Wise** said, "The New Zealand CIO Summit has become the must-attend event for the New Zealand CIO community. This year we ran over 50 sessions across two days, including plenary sessions, roundtable discussions, breakfasts and seminar workshops. Co-hosting the Summit is critical for IDC New Zealand in bridging our value proposition from the traditional vendor business to the IT buyer community."

The theme of this year's event was "Leading Digital and Technology Driven Disruption." Gill said the New Zealand Summit is the foremost gathering of CIOs and senior IT executives in New Zealand. "This year we had over 1,100 people attend over the two days and a record 820 for the awards dinner, representing a 10% increase year on year," she said. The event also saw a continued growth in sponsorship, with nearly 100 vendors signing up to be part of the Summit and all sponsorship levels selling out.

The agenda for the two-day event for CIOs and senior IT executives was predominantly a case study-based, vendor-free format with carefully selected international keynote speakers. Summit content is developed with an advisory council of 15 volunteer New Zealand CIOs.

CIO
SUMMIT
NEW ZEALAND

***Sandra Ng**, GVP, Practice, IDG Asia Pacific addresses the audience.*

CIO
Conferenz

*L-R: **Tehmasp Parekh**, chief operating officer, IDC Asia/Pacific; **Sandra Ng**, group VP, Practice, IDC Asia Pacific; **Peter Wise**, country manager, IDC New Zealand at the CIO Awards Gala Dinner.*

Sandra Ng, group VP, Practice, IDC Asia Pacific delivered the opening keynote presentation, "Leading in 3D: CIO's leadership model to drive transformation (DX) to scale" and facilitated a roundtable session. After speaking at the first CIO Summit 10 years ago, **Vernon Turner**, IDC senior VP of Enterprise Systems and Research Fellow for Internet of Things, returned to deliver the closing keynote. Vernon's presentation took a look back to what was happening 10 years ago and then considered what the role for the CIO will be in 2025. Other international speakers included Bill Schlough, CIO, San Francisco Giants, and Dr. Alex Bazin, head of Internet of Things, Fujitsu.

Other key features of the event include:

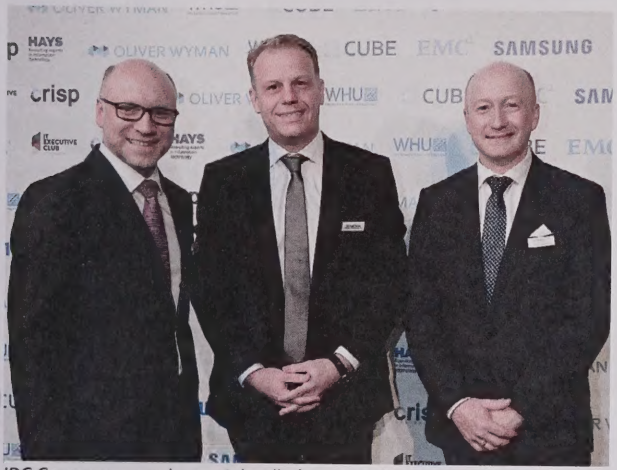
- ☐ Executive roundtables. Twelve roundtable topics facilitated by IDC analysts and local CIO's
- ☐ A NZ$295 (US$195) Tech Pass for the second day of the Summit. The pass allowed the delegates' direct reports to attend a full day of local case studies and vendor presentations.
- ☐ Quick-fire presentations. A series of 15-minute

continued on page 5

Digital Leader Awards honor innovation in the German market

IDG Germany launched a new awards program earlier this summer to shine a spotlight on the best tech projects in six key areas. Held at Berlin's famed AXICA building (the same venue where the company celebrated the 40th anniversary of COMPUTERWOCHE two years ago the Digital Leader Awards were presented in partnership with Dimension Data. In addition, each of the six category awards was sponsored by a Category Partner, who appeared on stage to present the award.

The six categories were: Create Impact, Shape Experience, Invent Markets, Empower People, Spark Collaboration and Digitize Society. The awards attracted a "very high" number of projects for consideration, noted **Susanne Schubert**, director of events at IDG Germany. "Ninety-three projects were submitted for consideration," Schubert said. "Our editors selected five projects per category, which were then sent to our jury for evaluation." The jury selected first, second and third place winners in each category. "Because of the high quality of these 30 projects, we decided to award two addition special awards: one for Innovation and one for Disruption, Schubert said.



IDG Germany created a special wall of sponsors for the event. ***Michael Beilfuss*** *(left), publisher IDG Business Media GmbH, and Sven Heinsen (right), CEO Dimension Data Germany, welcomed all guests in front of this wall, where a picture was taken. Here, the pair greeted Michael Nilles (middle), CDO Schindler Group, and winner of IDG's "CIO of the Year" 2015. He also was a member of the jury for the Digital Leader Award.*

IDG Germany's events team includes (front row, l-r): ***Susanne Schubert****, director of events;* ***Agnes Froeschl****, project manager, events;* ***Regina Boeckle****, content director events; and* ***Sabine Mayer****, senior key account manager. Back row (l-r):* ***Florian Kurzmaier****, content and project manager events;* ***Gerda Tausch****, senior key account manager; and* ***Tanja Roedel****, project manager, events.*

For more information, contact Susanne Schubert. ■

continued from page 4

CIO Summit

presentations from local CIOs.

- ☐ Live webcast of the plenary sessions.
- ☐ CIO Awards gala dinner held at an offsite location, this year the Langham Hotel.

The New Zealand CIO Awards celebrate and recognize individuals and teams that have shown leadership, innovation and foresight in their contribution to ICT and business. Each year individuals and companies are invited to submit an award application, which is reviewed by a panel of judges. Successful applicants are interviewed, and the winners are announced during the awards dinner. There are six sponsored award categories: Executive Team of the Year, Engaging Youth in ICT, Emerging ICT Leader, CIO of the Year and Outstanding Contribution to Technology in New Zealand (this award is not open to submission and is chosen by the judging panel). This year a new award category was added, Best ICT Team Culture. With the industry challenged by skills shortages, fostering an excellent team culture and retaining and nurturing a diverse IT staff can create a competitive advantage for the entire organization. The aim of the award is to celebrate organizations that recognize this and see recruitment, retention and training top talent as a key part of the recipe for high-performing IT teams. The new category was very well received, with more entries received for this category than any other, Gill noted.

"We are already well under way with the planning for the 2017 event, and we look forward to continued growth," Gill said.

For more information or to see video interviews with Summit speakers and delegates visit the summit website or contact Yvonne Gill. ■

Framingham-based IDC, IDG employees help out in the local community

Front row (l-r): ***Hayley Sutherland****, project manager;* ***Megan Santosus****, editorial manager; and* ***Cathy Kelly****, HR project specialist. Back row (l-r):* ***Maureen Fleming****, program VP;* ***Andrew Munton****, consulting director;* ***Paul Morrisette****, engagement director;* ***Suya Xiong****, senior research analyst;* ***Megan Roman****, senior customer relationship manager; and* ***Jerry Silva****, research director.*

Eighteen Framingham, Mass.-based IDC employees recently spent half a day each volunteering with Habitat for Humanity helping to put some of the finishing touches on a nearby Habitat home.

Organized by IDC's new IDCares committee, the Habitat offsite proved so popular with employees that they split into two shifts to allow everyone who wanted to participate an opportunity to do so while staying under Habitat's volunteer cap.

Volunteers, who included **Angela Gelnaw**, **Bryan Bassett**, **Kevin Finnegan**, **Joe Howard**, **Petra Kacer**, David Lantsman, **Ramon Llamas**, **Eric Schermerhorn**, **Marcus Torchia**, **Jerry Silva**, **Maureen Fleming**, **Cathy Kelly**, **Paul Morrisette**, **Andrew Munton**, **Megan Roman**, **Megan Santosus**, **Hayley Sutherland** and **Suya Xiong**, worked on a variety of tasks. Among them: installing lattice under the front porch, prepping the foundation for stucco, caulking around electrical wires, cutting wood, insulating and working on the porch railing.

"I think everyone felt that it was a nice way to give back to the community," noted Senior Research Analyst Gelnaw, who, along with Research Director Silva, served as the project managers for this event.

"We set up a very real and effective teamwork process where everyone had an important role to play in the building. The comment I heard most often was that it was wonderful to meet and work with IDCers who don't normally interact in the typical work day," Silva said.

IDCares was launched earlier this year as a way to help employees support local communities and charitable causes while encouraging a sense of team unity among IDC employees, noted Lauren Yanuskiewicz, IDC HR assistant and one of the IDCares committee members. Its first event was a celebration of the Red Sox home opener, which featured trivia games, raffles, traditional ball park snacks and a broadcast of the game playing in the background. Following that, the committee sponsored a food drive to benefit a local food pantry and is currently running a school supply drive to benefit Operation Backpack, which provides a backpack full of school supplies to needy youngsters in the Framingham area.

For more information, contact Lauren Yanuskiewicz. ■

(L-R): ***Hack Warrenford****, TSG system administrator and* ***John Robison****, senior credit analyst, load the car while Jeen Kniveton of Hoops & Homework looks on.*

Employees at IDG's Corporate Services Group (CSG) in Framingham held a snack drive for a local nonprofit called Hoops & Homework, which offers supervised recreational time and tutoring after school and during the summer for 60 children in the local community. Sponsored by the group's Corporate Action Council (CAC), the two-week drive resulted in eight boxes of snacks and games for the organization. The IDG CAC is composed of representatives from each department within the CSG. Its purpose it to create and/or administer social and charitable events and activities for CSG employees. For more information contact Michelle Chase. ■

noteworthypeople

Promotions

McCrory

IDG Enterprise VP, Marketing and Content Strategy, Events **Anne McCrory** has been promoted to group vice president, Customer Experience and Operations, IDG Events. "Anne has been a huge part of the success of IDG's events portfolio," said IDG Enterprise SVP, General Manager, IDG Events Adam Dennison. "She is one of the smartest people I know and has a great understanding of the market, our audience and the events business overall. She is always willing to try new things, launch new products and is always looking at ways to better serve our attendee and vendor customers. Simply put, our events team would be lost without her." amccrory@idgenterprise.com

Day

IDG Enterprise Events Office Coordinator **Nicole Day** is now event sales and operations administrator. "Nicole has been with IDG for five years this month and has truly been the Swiss Army Knife of the group," Dennison said. "A true team player and highly valued on the Events team, she has a hand in all aspects of our business, does it well and is always ready to take on more. Moving forward, Nicole will assume more responsibilities working with the sales team, continuing her role in the monthly group forecast meetings and taking over ownership of several custom event series from a registration and planning perspective." nday@idgenterprise.com

New employees

Omobono

PETER SHORT

Anthony Omobono joins IDC **Framingham** as a business development representative charged with prospecting new contacts within existing IDC accounts. Previously an assistant golf professional at the Butter Brook Golf Club in Westford, Mass., he holds a B.A. in political science and legal studies from the University of Massachusetts/Lowell. aomobono@idc.com

Also new at IDC Framingham is Business Development Representative **Aidan O'Shea**. He was previously a financial consultant with LaidLaw and Company and earned a B.A. in business administration from Marist College in Poughkeepsie, N.Y. Away from his desk he enjoys golf, basketball, cooking and travel. aoshea@idc.com

Larson

IDG WORLD UPDATE

Previously a manager of custom content with Major League Soccer, **Tyler Larson** joins IDG.tv's San Francisco team as a video producer. He holds a degree in film and television production from New York University's Tisch School of the Arts. He enjoys playing softball on the weekends "when not chasing my two kids, five and three, around." tlarson@idgcommunications.com

Enter the 2017 photo calendar contest

Enter your two best shots in IDG's 33nd Annual Employee Photo Calendar Contest. Submit up to two color or black-and-white digital images on any subject. Images must be high-resolution files suitable for publication in a print calendar. Photos may be vertically or horizontally oriented. But please, no panoramic-width photographs. Each entry should have your name, business unit, telephone and e-mail address in the body of the e-mail. Please be sure to include a title for your photograph(s). Send photos to world_update@idg.com. Entries must be received by Sept.16. Please direct any questions to IDG World Update editors Patricia Smith or Penny Winn.

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

21
Brian Kornegay *IDC Singapore*

20
Kitty Fok *IDC China*

18
Ron Glaz *IDC*

14
Jason Snyder *U.S. Media*

11
Victor Lim *IDC Singapore*
Brenda Lim *IDC Singapore*
John Rydning *IDC*
Caroline Mewing *U.S. Media*

10
Tarun Bhasin *IDC Canada*
Sara Knapik *IDC*

8
Mahendar Vijayan *IDC CCR*
Syed Zaidi *IDC*

6
Avinash Kalyana Sundaram *IDC Singapore*
Kiranjeet Kaur *IDC Singapore*
Chris Zhang *IDC Singapore*
Cristian Peña *IDC Chile*

5
Apples Lu *IDC Taiwan*

4
Royd Vicente *IDC Philippines*

3
Rachel Selvaranee *IDC Malaysia*
Thomas Zink *IDC Singapore*
Marco Yiu *IDC Hong Kong*
Silvia Cosso *IDC U.K.*
Gaurav Gogia *IDG U.K.*
Candice Caldera *U.S. Media*
Erik Swanson *U.S. Media*

2
Ray Lin *IDC Taiwan*
Jasawani Biswal *IDC CCR*
Kelly Petersen *IDC*
Ash Rashid *IDC U.K.*
Jon Carrado *U.S. Media*
Mark Lewis *U.S. Media*

1
Nikhil Anand *IDC Canada*
Rahul Dhingra *IDC Canada*
Rizwana Shaik *IDC CCR*
Renu Singh *IDC CCR*
Rakesh Kalyankar *IDC CCR*
Janice Li *IDC China*
Navina Govindaraj *IDC*
Nakul Dogra *IDC META*
Priyanka Ramabhadran *IDC META*
Vojtech Zdzieblo *IDC CEMA*
Marcela Tagle *IDC Mexico*

continued from page 3

One on One

We want to begin building long-term relationships with these young professionals now.

I'm excited about the research that we are currently fielding: a global line of business study with results expected in September. This pan-IDG research will offer a 360-degree buyer persona that focuses on both their personal and professional perspectives, quantifying the impact of the "Hidden Hand" in buying decisions in monetary terms and uncovering emotional language in the context of using content to achieve their goals.

Q What are the plans for IDG.com?

A IDG.com is undergoing a comprehensive rebuild and redesign to make updating and maintaining the site simpler and more efficient. The revamped site will give us more flexibility to add and change elements across webpages so we can have consistency from a visual perspective without being locked into a single design template.

We're also building the new site with an eye toward using a modular code structure that should allow us to make future changes in house and bring us the benefit of being able to more easily manage costs. We expect to unveil the redesigned website in late summer. ■

unsunghero

Christopher Hebert

Videographer and Editor

IDG.tv

IDG.tv Video Producer Alayne Brady *named Videographer and Editor* Christopher Hebert *her team's Unsung Hero. "I am so excited to nominate Chris," she said. "He is an invaluable part of the Enterprise video team and is someone I can always count on to deliver. Since starting a year ago, Chris has really grown into his role and is constantly trying to innovate both in the types of videos we create and the processes we use to create them. His enthusiasm and eagerness to learn are infectious, and we are very lucky to have him on the team."*

Name
Christopher Hebert

Home
Bedford, Mass.

Title
Videographer and editor. I hope to eventually move up to director, creating content for IDG's main video hub IDG.tv.

Primary job responsibilities
My job responsibilities include shooting video on location, whether it's across the country or in the studio here in Framingham, Mass., and editing the content onsite or back in the studio with a quick turnaround. Most of the videos we create are episodic or reoccurring, although we are always looking for new series ideas to add to IDG's creative content.

Three things I do in a day's work

- Go on location or in studio to shoot IDG's content which include product reviews, "Mingis on Tech" podcast videos with IDG Enterprise Executive News Editor **Ken Mingis**, interviews and other one-off series.
- Edit in studio or offsite with quick turnarounds.
- Take part in production and team meetings

What I love most about my job
The spontaneity of it. One week I could be in Las Vegas shooting news content at a convention, next I could be in Singapore shooting content for a new series. Each shoot brings its own experiences and challenges.

ADAM PATRICK MURRAY

IDG.tv Videographer and Editor ***Christopher Hebert*** *joined IDG in September 2015.*

A hot-button issue I'm dealing with on the job
Trying to increase the quality of the "Mingis on Tech" videos. I am currently playing around with new set layouts and lighting designs.

Latest accomplishment
Successfully traveling to Singapore to shoot a pilot episode for a Computerworld series titled "Smart Cities."

What I'm doing to be a better employee
I try stay up to date with the current video technology and experiment with new set layouts and lighting designs in the studio. I try to learn as much as I can, as the film/video field changes constantly.

Interests outside the office
I'm an avid gamer, tech lover, Marvel and DC comics fan. I also love nature and sitting by an open fire.

What others can't tell just by looking at me
I'm currently learning American Sign Language.

Do you know a person whose quiet contributions help ensure the success of the whole group? Write to IDG World Update.

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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thanksto

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IDG World Update

EMPLOYEE NEWS AND INFORMATION

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IDG Sweden launches event for software developers, IT pros

DevOps
SUMMIT

IDG Sweden's profitable new DevOps Summit, held at Stockholm's Munich Brewery, drew more than 200 attendees, largely developers, IT managers, project managers, IT architects and IT operations staff.

SEE MORE ON PAGE 2

Also inside

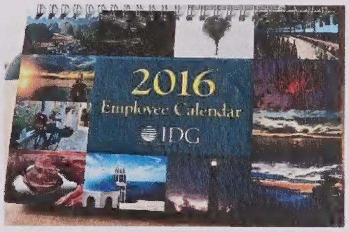
One on one: IDG Tech Network SVP/Data Strategy Neil Glass

U.S. Media trio attends women in tech conference

Redesigned CW Australia brings in increased ad viewability, site traffic and industry award

Barbara Call's love of writing and her many interests has led to a second career as an author and editor.

SEE MORE ON PAGE 5

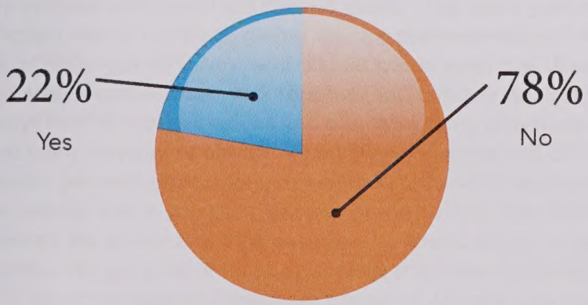


Entries now being accepted for IDG's 33rd annual Employee Photo Calendar Contest.

SEE MORE ON PAGE 6

Question of the week results

Would fear of the Zika virus prevent you from wanting to go to the Olympics next month ?



Log on to www.idgcentral.com to vote on this week's question:

What do you think of Pokémon Go?

CLICK HERE

IDG

Tech & Marketing News from IDG

IDG Corporate Marketing's newsletter aggregates top stories from tech and marketing news sites, including IDG sources. Topics include media, marketing, mobile, social video, the tech industry and press mentions about IDG and IDC. To get on the mailing list, sign up here. Recent selections include:

What new PM Theresa May's government means for the UK's advertising sector (The Drum)

Why location isn't enough for mobile advertising (MediaPost)

7 valuable marketing lessons Pokémon Go has taught us (Forbes)

Why people block ads (and what it means for marketers and advertisers) (HubSpot)

IDG Sweden launches event for software developers, IT pros

IDG Sweden's profitable new DevOps Summit, held at Stockholm's Munich Brewery, drew more than 200 attendees.

IDG Sweden's new event, DevOps Summit 2016, held last month in Stockholm, proved to be a success right out of the gate. The one-day event was designed for both developers and IT operations professionals, "a highly sought-after target group that is becoming increasingly more important for companies to recruit and one that affects purchasing decisions," said **Viktor Sandberg**, IDG Sweden marketing manager for ComputerSweden and TechWorld.

Sponsored by Red Hat and Informator, DevOps drew more than 200 attendees, mainly developers, IT managers, project managers, IT architects and IT operations staff. Attendees paid 3,500 kroner (US$415), pulling in more than $70,000 in revenue with a profit of $44,000, according to Event Director **Anna Nilsson**.

The agenda, created by IDG Sweden Editor **Lars Danielsson** and Project Manager **Emmy Jonsson**, featured Swedish and international speakers and panelists from Amazon Web Services, the Swedish Pensions Agency, Red Hat, Spotify and ThoughtWorks to discuss how software developers and other IT professionals can better collaborate and communicate in automating software delivery and infrastructure changes. According to Sandberg, DevOps received 4.12 out of 5 in overall rating from the attendees.

Jonsson said it was interesting to see how the discussions during the day evolved into ideas for a second event. "The initial goal of the program was to merely to gather devops professionals and share wins and challenges with them and discuss better ways that development and operations can work together and collaborate. But the takeaways from the presentations and the networking afterwards was that many companies are still facing slow deliveries and difficult discussions between developers, operations staff and IT decision makers, mainly due to company cultures or old policies that don't give devops the power and trust necessary to speed things up and collaborate. We got a lot of thank-yous from attendees for finally bringing this to surface, and these are topics we will look into more deeply for next year's event."

"A whopping 65% of the delegates attended because of a recommendation from a colleague," Sandberg said. "The topic is hot, and the event was the first of its kind in Sweden. This is a good sign that the market is ready for a change and confirms that we are on the right track."

For more information contact Viktor Sandberg. ■

U.S. Media employees attend Women in Technology Summit

IDG WORLD UPDATE

*(L-R): CW Managing Editor/Features **Valerie Potter**, U.S. Media QA and Release Manager **Peggy Lee** and IDG TechNetwork Digital Sales Manager, West Coast **Lindsay Rafalski**.*

As part of its effort to incorporate women in leadership programming for its staff, U.S. Media sent three employees to the three-day Women in Technology Summit in San Jose, Calif., last month. The conference was organized by Women in Technology International (WITI), a global organization that aims to help women advance by providing access to — and support from — other professional women working in all sectors of technology.

> "It's amazing to work for a company that puts so much emphasis on personal training and growth."
>
> *Lindsay Rafalski*

"The conference focused both on technology and on women's leadership skills and tactics," said CW Managing Editor/Features **Valerie Potter**. "My two favorite sessions represented both sides of the equation: a workshop on understanding and calling out the ways that women contribute in the workplace and a fascinating session on the potential of cognitive computing."

IDG TechNetwork Digital Sales Manager, West Coast **Lindsay Rafalski** said she was impressed with the variety of the workshops and discussion groups, especially those on networking, building a personal brand and making the most of LinkedIn.

The featured speakers lent insight into problems their respective companies face and some solutions on how they solved them, said U.S. Media QA and Release Manager **Peggy Lee**. And in the small-group sessions, "it was especially helpful to be able to discuss common issues and potential solutions with other technical women leaders in different industries."

"It's amazing to work for a company that puts so much emphasis on personal training and growth," Rafalski said. "I was very excited to be able to attend the WITI conference this year, and I'm very appreciative that IDG provides its employees these opportunities."

In October, several U.S. Media employees will be attending the Grace Hopper Celebration of Women in Computing conference in Houston.

Write to U.S. Media SVP/Human Resources Beth Ramistella. ■

OneonOne

Neil Glass

IDGTechNetwork

The senior vice president of data strategy at IDG TechNetwork is this week's columnist. Reach him at nglass@idgcommunications.com.

> "As an example, through combining multiple third-party data, you could find audiences of tennis enthusiasts in Texas, grandparents 65 years old and older in San Diego or even former veterans who have graduate degrees."

Neil Glass recently participated in the IDG Sales University sharing a presentation on data and audiences. Here he provides a summary overview of his talk.

The world of data in 2016 presents both challenges and opportunities for publishers like IDG as well as for our customers. The late British economist R.H. Coase was once quoted as saying, "If you torture data long enough, it will confess to anything you'd like." While the quotation from Coase (which came well before the existence of a digital economy) may generate a quick chuckle, it enables some thought-provoking dialogue around the topic

The practice of buying data is widespread, as 70% of large organizations already purchase external data and by 2019, 100% of large organizations will be data buyers, according to a recent IDC report (2015 Big Data Predictions). Companies use data for a range of initiatives including basic trend analysis, forecasting, model building and also to feed their sales/marketing pipelines.

At IDG, we collect what we refer to as "first-party data" from the full range of products (on a global basis) in the portfolio including sites (both desktop and mobile), newsletters, white papers, webinars, face-to-face events and commerce clicks. When we collect data, we segment it in a few different ways. First, the data could be contextual. Contextual data includes signals such as an individual who is consuming a laptop review on PCWorld or a cloud computing implementation story on Network-World. We also collect what we call "declared data" because the user has provided IDG with certain pieces of data typically through a registration-based product like a white paper or a face-to-face event. Declared data is typically richer in nature as it frequently provides us with the name of the registrant's company, the size of the company, the individual's professional title and their functional area. All of these data points can be leveraged through a handful of different use cases (to be covered later in this summary).

All of this data — both contextual and declared — is being captured through the cookie or digital identifier that resides within a user's browser on their laptop, desktop or even smartphone. These cookies go into a giant database, commonly referred to as a data management platform or DMP. Our DMP is made up of more than 1,000 different segments or audiences that are part of our taxonomy. The taxonomy covers a comprehensive set of B2C and B2B audiences. Examples of segments in the DMP could be laptop reviews or cloud computing or CIOs. While the taxonomy is broad in its coverage, it also has depth evidenced by more than 30 segments in an area like security with specialized audiences in areas like endpoint security and Java security.

Data within our DMP is fresh as cookies will typically stay in the DMP for 60 days. If that cookie (or user) does not exhibit any interaction with IDG digital products after 60 days, the cookie will be removed automatically from the DMP based on the rules of the DMP.

Third-party data sets

In addition to our first-party data that we are collecting, the DMP and its marketplace provides access to more than six billion other data signals referred to as third-party data sets, because the data comes from another source (not us). Third-party data can include data on age, gender, income, education or other demographic characteristics. Some examples of third-party data providers include MasterCard, TransUnion, Dun & Bradstreet, Experian, MRI and Place IQ. All of these third-party providers aggregate their data into a unique taxonomy as well. As an example, through combining multiple third-party data, you could find audiences of tennis enthusiasts in Texas, grandparents 65 years old and older in San Diego or even former veterans who have graduate degrees.

There are many ways to slice these audiences, and often times we will look to combine one or more of them with our first-party IDG audiences (taking something like our wearable intenders segment and combining it with men ages 21 to 39 from third-party data sources). The challenge with third-party data is transparency around accuracy — who is the data provider, what is their qualification for a cookie making it into a particular segment and how often is the data updated.

While the collection of our first-party data is an important piece of the equation, helping our customers achieve their marketing objectives by making use of the data is even more critical. There are a number of use cases of how the data can be leveraged. First, data can be used for general retargeting. A marketer who sells security software can leverage our security software audience as well as other security audiences with display media that can run across our owned and operated (O&O) properties, the IDG TechNetwork as well as on exchange-based media purchased through our

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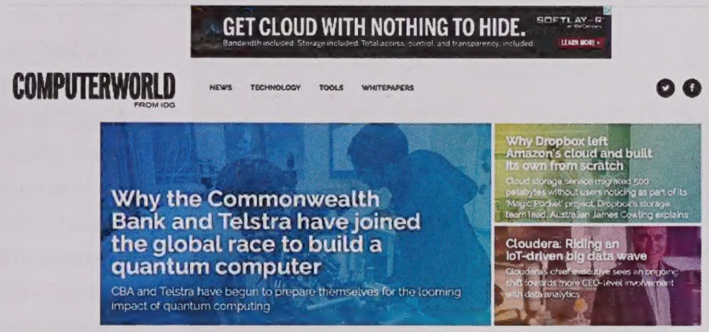
Redesigned CW Australia brings in increased ad viewability, site traffic, industry award

A site redesign and quality investigative reporting brought Computerworld Australia a Website of the Year at the 2016 Consensus IT Writers Awards last month, as well as increases in ad viewability and site traffic.

IDG Australia Lead Designer, Online **Kelvin Tse** said the newly revamped site, which went live in early April, is now more responsive and mobile-friendly.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Why the Commonwealth Bank and Telstra have joined the global race to build a quantum computer

CBA and Telstra have begun to prepare themselves for the looming impact of quantum computing

Why Dropbox left Amazon's cloud and built its own from scratch

Cloud storage service migrated 500 petabytes without users noticing as part of its 'Magic Pocket' project. Dropbox's storage team lead, Australian James Cowling explains

Cloudera: Riding an IoT-driven big data wave

Cloudera's chief executive sees an ongoing shift towards more CEO-level involvement with data analytics

Computerworld Australia's newly designed site features an integrated header with a featured image and infinite scrolling.

"We improved the homepage with a cleaner and more efficient article page design," he said, "and added an integrated header with a featured image and infinite scrolling. We cleaned up the code for faster page loads. Most importantly, a sticky header that follows users as they scroll down has increased ad viewability for the top leaderboard position by 16%."

Tse said the site took two to three weeks to redesign. "We analyzed data on how readers were using the old site and looked at feedback from our journalists and publisher. We put a lot of effort and significant testing into the article design," he said.

*Top: Computerworld Australia Editor **Rohan Pearce** and IDG Australia Lead Designer, Online **Kelvin Tse**.*

Rohan Pearce, editor of Computerworld Australia and Techworld Australia, there has been a month-on-month uptick in traffic since the new design went live.

"Month-on-month page views went up over 15%, average time on pages increased almost 8% and the bounce rate [the percentage of viewers who leave a site after viewing only one page] dropped close to 10%.

Computerworld Australia's focus is "still primarily news," Pearce said, "but we've had a number of exclusives linked to a major IT scandal involving one of Australia's banks. We're not alone in covering the case, but we've been able to get a couple of stories that the newspapers haven't. "We've also had some exclusives relating to controversial national security-related laws."

Pearce said that when he has a chance he always enjoys "filing freedom of information requests and pulling court files. We don't really have the resources to do the kind of lengthy investigative work that mainstream outlets do, but it's always nice to poke around and see what you come up with."

Computerworld Australia features "fresh local content every day," Pearce said, "from its full-time editorial team of one — that's me. But we also have an excellent senior journalist in **George Nott**, who works two days a week for CW and three days a week for CIO."

As a result, Pearce said CW relies heavily on the IDG News Service to make sure it has coverage of international IT developments "so we can concentrate on local news and features. We also have a great stable of freelancers who are veterans of the IT journalism scene. For example, we're the only Australian outlet that regularly runs articles from Stuart Corner, a winner of a lifetime achievement award for his contribution to IT journalism.

"Despite being what you might euphemistically call a 'compact' team, I think we generally stack up pretty well against the competition when it comes to covering the Australian IT industry," Pearce said.

For more information contact Rohan Pearce. ■

Offsite profile

SMS's Barbara Call pursues lifelong passion for learning, writing

What do clever dogs, a well-known Boston chef, adolescent athletes, scrapbook enthusiasts and crafters of all kinds have in common? The answer is **Barbara Call**, whose lifelong career in media, love of writing and seemingly boundless interests — not to mention energy — have paved the way for an on-going, secondary career as a book author and editor.

JOE MOLA

*SMS Digital Content Director **Barbara Call** estimates she has authored, ghost-written, contributed to or edited somewhere between 50 and 60 books.*

Barbara, who joined IDG Strategic Marketing Services as digital content director last November, pitched the idea for her first book, *Beyond Scrapbooks: Using Your Scrapbook Supplies to Make Beautiful Cards, Gifts, Books, Journals, Home Decorations and More!*, to Quayside Publishing back in 2005. At that point in her career, Barbara had worked for Ziff-Davis (*PC Week*) and a horse magazine and had spent 10 years at America's Test Kitchen where she worked on all three of their magazines: *Cook's Illustrated*, *Handcraft Illustrated* and *Natural Health*.

"*Beyond Scrapbooks* was so exciting, my very first book," said Barbara. "At the time scrapbooking was huge, so it was designed as a visual guide for crafters with leftover scrapbooking materials. It was very fun to write."

Crafts and visual arts come naturally to Barbara, who likes to tell people she earned all the "creative" Girl Scouts badges first as a young girl.

Three years later, Quayside contacted Barbara about another title that became *The Crafter's Devotional: 365 Days of Tips, Tricks, and Techniques for Unlocking Your Creative Spirit*. "This is my favorite of the books I've written," said Barbara. "It's organized by days of the week and beautifully designed, and it allowed me a chance to curate all my favorite inspirational quotes, visual examples and art ideas. It's just a genuinely unique concept."

During her career, Barbara has always done a lot of ghostwriting. Though she's never actually counted, she estimates she's either authored, ghost-written, contributed to or edited somewhere between 50 and 60 books. And the topics run the gamut: from homemade pet food to cooking, women's health, crafts, sports, dog tricks and more.

In 2012, a former publisher at Quayside, Will Keister, now working for Page Street Publishing, got in touch. "He called me up one day with a question, 'Do you like dogs?'" High on her list of likes — "along with most animals"— dogs have always been a part of Barbara's life. Naturally, the answer was "yes." And that's how she came to co-author *The Best Dog Tricks on the Planet: 106 Things Your Dog Can Do on Command* with Babette Haggerty, a well-known dog trainer. It was not by chance that Babette was daughter of Captain Haggerty, whose dog tricks on David Letterman's TV show led to the popular "Stupid Pet Tricks" segment that aired for many years.

Barbara's most recent project was a cookbook she ghost-wrote for renowned "nose-to-tail" chef Jamie Bissonnette (owner and chef at two Boston restaurants: Coppa and Toro). *The New Charcuterie Cookbook: Exceptional Cured Meats to Make and Serve at Home* was published in 2014, and it was a challenge that consumed the better part of a year, said Barbara. "I was working full-time all day, and Jamie was working full-time almost all night. Our schedules just didn't mesh." Barbara's solution? She used her lunch hour to sit in her car, call Bissonnette and "pull the recipes out of his head." In the evenings, she would input and format the recipes. "This is a style of cooking that was completely new to me, but Jamie was so engaging and so passionate about his food, it turned out to be a very fun project."

Barbara's natural curiosity about almost everything —"art and antiques; anything outdoors — especially in the woods; photography—my own and others; dogs, horses (really, all animals and birds); active sports — I'm an avid mountain biker as well as a downhill skier, hiker and kayaker. I also love gardening and flowers, cooking, movies, watching my two sons play sports and my own dog, Cody"— as well as her training as a journalist/storyteller is what has helped her succeed as the author and/or editor of such an eclectic collection of books.

"I really feel like I can write about just about anything at this point if you tell me who's the audience, what's the intent and who's the right subject matter expert to interview."

Reach Barbara Call at bcall@idgcommunications.com. ■

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

22

Fay Harward *IDG U.K.*

18

Meredeth Whalen *IDC*

17

Earl Joseph II *IDC*

16

Jessica Goepfert *IDC*

14

Stephen Vass *IDC Singapore*

12

Julekha Khan *IDC Australia*
Cyrus Daruwala *IDC Singapore*

9

Dulce Enriquez *IDC Mexico*
Elizabeth Chan *IDC Singapore*

8

Joan Goodchild *U.S. Media*
Samuel Rodrigues *IDC Brazil*
Terry Mattheoyianni *IDC Greece*
Ruth Flynn *IDC*
Sudev Bangah *IDC Indonesia*

7

Jebin George *IDC META*
Sissi Wang *IDC China*
Yvonne Khoo *IDC Malaysia*

6

Serine Hooi *IDC Malaysia*
Arunachalam Muthiah *IDC New Zealand*

5

Ashleigh Allsopp *IDG U.K.*
Cynthia Burghard *IDC*
Albert Wang *IDC China*
Cherie Mak *IDC Hong Kong*

4

Shahnawas Latiff *IDC India*
Sui-Jon Ho *IDC Malaysia*
Natalie Lee *IDC Malaysia*

3

Flo Ion *U.S. Media*
Bryce Larsen *IDC*
Kannagi Shekhar *IDC India*
Sherrel Roche *IDC Malaysia*
Jerome Dominguez *IDC Philippines*
Avis Hong *IDC Singapore*

2

Eduardo Silva *IDG Australia*
Laura Castillo *IDC Spain*
Nuno Raimundo *IDC Portugal*
Elina Akhunova *IDC Russia*
Ayu Rahmawan *IDC Indonesia*
Huimin Ng *IDC Singapore*

1

Clara Lorca *IDC Spain*
Javier Murillo *IDC Spain*
Anas Chouikhi *IDC North Africa*
Dimitrios Krietsepis *IDC CEMA*
Khadija Tigha *IDC North Africa*
Jean Xiao *IDC China*
Pavan Metri *IDC India*
Bharath Shenoy *IDC India*
Wai Mun Chong *IDC Malaysia*
Rena Esmeralda *IDC Malaysia*
Alvin Afuang *IDC Philippines*
Paula Jalosjos *IDC Philippines*
Prithiraj Bhowmick *IDC Singapore*

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One on One

audience buying capabilities.

Second, data can be used to extend and grow target audiences. The data may show that a user who is researching cloud storage is similar to a user researching virtualization, and hence a marketer with a virtualization product could leverage the virtualization audience segment and reach a larger portion of their target customer by also targeting the cloud storage audience.

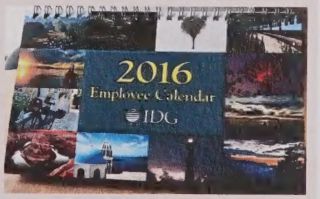
A third use case is competitive targeting through data, as we have audience segments of brand specifiers for many of our key customers. Essentially, we have groups of users who have consumed Verizon- or Cisco- or Lenovo-related content anywhere across IDG. In this example, Dell could leverage the Dell segment or may even want to utilize for conquesting purposes, the HP audience segment, to 'conquest target' an audience it deems relevant. ■

John Robison marks three decades of service to IDG

Senior Credit Analyst ***John Robison*** *(left) celebrated his 30th anniversary at IDG on June 9. IDG President, CFO and Treasurer* ***Ted Bloom*** *presented Robison with a 30-year plaque and gift.*

Enter the 2017 photo calendar contest

Calling all IDG photographers! Enter your two best shots in IDG's 33nd Annual Employee Photo Calendar Contest. The calendar, which is mailed to all IDG affiliated offices worldwide, is an opportunity for a bit of fame and — should your entry be one of the top three vote getters — some spending money. First, second and third prize winners will receive $300, $200 and $150, respectively.



- Submit up to two color or black-and-white digital images on any subject. Images must be high-resolution files suitable for publication in a print calendar.
- Photos may be vertically or horizontally oriented. But please, no panoramic-width photographs. Each entry should have your name, business unit, telephone and e-mail address in the body of the e-mail. Please be sure to include a title for your photograph(s).
- Send photos to world_update@idg.com. Entries must be received by Sept. 16, 2016.nPlease direct any questions to IDG World Update editors Patricia Smith or Penny Winn.

IGS Senior Program Coordinator Karen Arnowski retires from IDG

IDG colleagues gathered in Framingham, Mass., last week to congratulate Karen Arnowski as she retires after a14-year career with the company.

Month/year joined IDG
June 2002

First job title at IDG Global Solutions
International account executive

IDG career path
I have always been involved with back-office support for IGS. First as International Account Executive supporting Director of Strategic Accounts Chip Zabrowski, then senior sales associate as IGS grew from three to nine people in Framingham. When the team continued to expand, a Program Delivery Team was born, and I became a senior program coordinator as part of the Program Delivery Team to focus on ensuring that my online and print programs delivered in full.

Primary responsibilities
Program delivery, working with the IDG sites to ensure online programs deliver in full. On the client/agency side, supporting sales reps with proposals, entering orders to our order entry system after sale is finalized, sending supporting paperwork and creative to local sites. Sending weekly reports to agency/client showing progress of their campaign(s).

What I've loved most about my job
The variety of doing different things every day.

Memorable work moments
The 2010 Half Billion Dollar Dinner in Staines, U.K. And, during one of my first months on the job, I was trying to call IDG's office in the Netherlands and called the police department by mistake.

Career achievement of which you are most proud
Being selected by my peers as IGS Employee of the Year in 2012.

EMILY HANOIAN

Karen Arnowski *is looking forward to more yoga classes in her future.*

What I'll miss most about working at IDG
Definitely the people, I've worked with so many wonderful colleagues all over the globe.

Interests outside the office
Yoga, gardening and reading.

Post-retirement plans?
I'm a caregiver for my mom, and hopefully I will have some time to enjoy for myself and do a little bit of traveling. I plan on taking a yoga class at 9:30 a.m. in the morning. Sounds decadent!

A few words to sum up life at IDG
Never a dull moment!

IDG Central password tip

Do you want to change your auto-generated password for IDG Central, IDG's intranet, to something more easily remembered? Click here to connect to the Change Password form. If you don't recall your current password, click on the Forgot Password link.

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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thanksto

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IDGWorldUpdate

EMPLOYEE NEWS AND INFORMATION

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IDG Netherlands teams with SMS on social media marketing session

As part of its effort to emphasize consultative sales and establish itself as more of a digital marketing thought leader locally, IDG's Dutch office hosted a hightly interactive workshop for a select group of CMOs.

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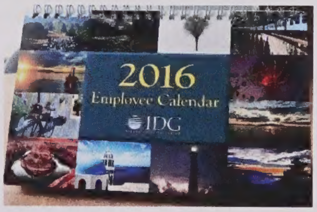
Also inside

One on One: IDG Direct GM John Moran

On the job: Director of Communications, IDG Corporate Marketing

IDG.tv's Megan DiBello channels the power of poetry and performance



Entries now being accepted for IDG's 33rd annual Employee Photo Calendar Contest.

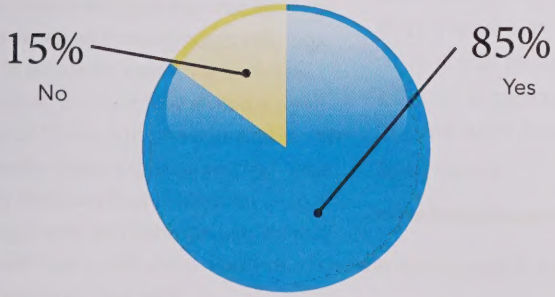
SEE MORE ON PAGE 6

CIO Executive Council Director of Strategic Content Tim Scannell celebrates a decade of service.

SEE MORE ON PAGE 8

Question of the week results

Were you surprised by the results of the vote on whether the U.K. should leave the European Union?



Log on to www.idgcentral.com to vote on this week's question:

Would the fear of the Zika virus prevent you from wanting to go to the Olympics next month?

CLICK HERE

Digital Leaders honored in Berlin

DIGITAL LEADER AWARD

IDG Germany and Dimension Data partnered on a new program, the Digital Leader Award, which recognized corporate and community leaders who drive digital transformation in their business. The awards gala took place in Berlin on June 29; more details in an upcoming issue.

IDG Netherlands teams with SMS to offer social media marketing workshop

IDG Netherlands recently collaborated with IDG Strategic Marketing Services (SMS) to produce a half-day, highly interactive, invitation-only Social Media Marketing Workshop for a select group of key CMOs that was highly rated by attendees who were deeply involved in the discussion during and (long) after the formal presentations had ended.

***Jeremy Rueb**, market VP of global development at SMS, helped lead the workshop for an invitation-only group of 15 CMOs.*

"A goal of our strategic plan for this year is to emphasize consultative sales, localizing our global strength and becoming more of a digital marketing thought leader in the local market," said IDG Netherlands Managing Director **Maringo Vlijter**. "So we started with daily updates to our LinkedIn group; followed by monthly IDG Tech Update newsletters highlighting upcoming events, new developments on social media, workshops and so on; and then this workshop."

"Social media is an important area of interest for CMOs in our market. They are very open to spending time on it as they are eager to be better informed in this area," added **Annelies Bos**, Strategic Marketing Services project director at IDG Netherlands. To ensure a top-notch program, Bos said they decided to reach out to **Jeremy Rueb**, market VP of global development at SMS in San Francisco, and **Heidi Obschil-Müller**, social media manager at SMS based in Germany, to enlist their guidance as they developed the program and to serve as presenters during the workshop.

"We contacted them back in January, and it was great to work with them to localize our global strength," said Bos, who noted that the collaboration will continue via a series of monthly calls between herself and Obschil-Müller to share best practices, discuss other programs being produced ,around the company, new developments in the market and how they can leverage these trends with new product offerings.

> "For IDG Netherlands this was a great opportunity to share something new with our clients and it was highly appreciated. Our clients know that we are a company that invests in new possibilities. It is all about the relationship and positioning IDG as a global partner that will help clients with new challenges."
>
> *Rogier Warnink*

To ensure an interactive and open discussion, Bos said they invited a small group of 15 key customers to attend. "We purposely chose a relaxed setting — the trendy Paviljoen Puur in Haarlem — to encourage open and frank discussions that included how to sell social media as a business strategy within their organizations," Bos said.

The goal of the workshop was to highlight IDG's thought leadership and expertise in the area of social and converged media, Vlijter explained. "We openly discussed the successes and pitfalls we have experienced ourselves in implementing social media programs so our customers would understand that by working with IDG they would not have to worry about those pitfalls and could learn from our mistakes."

"Maringo asked that Jeremy and I offer their clients insights into the social media landscape, share some tips and tricks and talk about some of the social media campaigns we have worked on for other clients," said Obschil-Müller. "The workshop was designed to be more of an interactive conversation, and we encouraged attendees to share their experiences with social media marketing, talk about where they see opportunities for their business, what's working for them and what's holding them back."

Obschil-Müller said she was pleasantly surprised by how openly the clients talked about their experiences with social media marketing. "There was no holding back information despite all of these clients sitting together in one room. So it was a very interesting and, I think, valuable conversation for all — clients, the IDG Netherlands team and SMS."

The workshop's focus on sharing information and ideas fostered a very different environment from that of a typical sales call, Obschil-Müller said. "Selling products is not the focus, so we have the chance to openly talk about the clients' needs and challenges without much thought to budgets. I would say this type of session also strengthens the relationship between clients and IDG as we get to know each other, and clients get more insights about IDG and IDG's international scope."

continued on page 7

OneonOne

John Moran

IDG Direct

The general manager of IDG Direct this week's columnist. Reach him at john_moran@idgdirect.com.

> "The industry is packed with companies offering cheap leads. We will never win the market purely on price. We need to do what the others can't and at levels of quality that they can't."

Q Where does IDG Direct fit into the fabric of IDG?

A IDG Direct provides telemarketing services to business units across the U.S. and international markets. We work for IDG Enterprise, TechNetwork, Connect (U.S. and international), List Services and countries of varying sizes including Australia, the U.K., Sweden, the Netherlands, Germany and India. We also sometimes work with IDG licensees. We don't have a salesforce; IDG's business units sell and we deliver.

Q Briefly, what services does IDG Direct offer?

A I'm Irish; we don't know how to be brief, but I'll try. IDG media business units and IDG Global Solutions sell a variety of demand-generation services, sales lead generation, appointment setting, research, events and data management. If there are phone calls involved in the delivery, we make those phone calls. Business units like to fulfill electronically to maximize margins. Telemarketing allows them to do more, go faster and gather deeper and more complex intelligence. It is also a great way to clean your data. IDG Direct manages calling frequency to protect your subscribers and optimize call results.

Q What language capabilities are particularly difficult to recruit?

A We are very much demand driven. We ramp up and down in particular languages based on the needs of our internal customers. At any given time, we have about 30 to 40 languages in the call center. It has become a tradition for our CEO, **John O'Malley**, to wish our employees Merry Christmas/Happy New Year in all of our current languages without notes when he visits during the holidays. (New this year: Twi and Lingala!). We like to take on a few new languages each December to keep him on his toes. In Dublin we have access to an immense pool of multilingual talent. The challenge is really when we have just a small amount of work in a particular language. A single agent could cause a whole campaign to fail if he or she had a sick day or poor performance. To get around this we hire multilingual agents who can switch to other languages when required.

Q How has IDG Direct changed in the 18 months since your last One on One column?

A I often feel like we are in a constant state of change. We set up IDG Direct nearly five years ago to provide telemarketing services to IDG Connect. Very early on, we realized that other business units and countries could use our services too. So everything we do — our systems, process, recruitment, etc. — are designed to allow that. We are now delivering for many business units and recently for companies outside of IDG in education and finance. Along with the scale has come increased complexity. We gather much richer information on each call. The market moved towards strict qualification criteria, higher and higher quality leads and, probably toughest of all to deliver, account-based marketing. Clients have come to expect more for less; some expect leads to be sales confirmations for them by being very specific on asking for budget confirmation by a decision maker with a project to close immediately.

Q What kinds of non-IDG projects does your team work on?

A We have been fortunate to be constantly growing to meet increasing demands from internal IDG customers. The downside of that is that we have not diversified as much as we planned. We would rather be more independent. We have recently taken on some interesting work from not just outside IDG but outside of the tech sector entirely. One example is a campaign we are running for Linked Finance, a peer-to-peer loans company. We are spreading knowledge of their lending services and identifying potential borrowers. The campaign is targeting a range of small to medium enterprises.

Q How do you assure the quality of leads and research?

A Quality assurance for us is not a standard we are aim for; rather, we are trying to constantly improve our own standards, trying to stay ahead of the competition. We have always had quality assurance processes that check and validate our work. QA is part of every process in the call center. Staff selection, training, performance management, data management and business intelligence all have quality at their core. Quality in implies quality out.

Q Is there a seasonal flow in terms of how much work your staff handles from the U.S. vs. international business units?

A There is a definite flow to each quarter. Toward

continued on page 7

On the job: Director of Communications

The past few years have seen huge changes in the media space. These changes have resulted in the creation of new jobs with unfamiliar-sounding titles and the retooling of old jobs to incorporate new skills and ways of doing business. IDG World Update's occasional Job Spotlight series is designed to provide insight into what our colleagues are up to.

Name
Janet Wyles

Title
Director of communications, IDG Corporate Marketing

What a director of communications does
I work with my Corporate Marketing colleagues in IDG U.S. Media's New York City office to position IDG with the news media, bloggers and other external audiences, such as analysts. That requires creating messaging that's used to explain IDG's business and its position on industry issues and topics. I also identify and place IDG subject matter experts at industry events and conferences that further our broad communications objectives.

The services I provide and who my customers are
My primary external customers are the news media, whether that's traditional reporters, bloggers and broadcast and radio outlets. The service that I deliver is focused on identifying and taking advantage of opportunities to drive greater awareness of IDG with our external audiences. Those opportunities might include writing a bylined article for attribution by an IDG subject matter expert or a blog post about an industry trend, developing a news release announcing a new IDG solution or securing an interview for an IDG subject matter expert with a reporter for a story.

Key skills required for my job
Strong writing, communications and negotiating skills; an ability to translate business initiatives into stories that appeal to external audiences who may not be familiar with IDG; a strong sense of curiosity and an interest in the business and the industry; a willingness to ask a lot of questions of IDG employees as well as those outside IDG to build an understanding of a topic or issue in order to explain it simply. One example would include talking to people within IDG to be able to articulate the company's position on ad blocking, as well as talking to people outside IDG to ensure the broader industry position on ad blocking can be explained/contrasted.

A typical day
It might include writing content, whether that's a byline on a topic such as header bidding, which allows publishers to offer their inventory to multiple ad exchanges at the same time, stimulate more demand and realize higher prices; developing a statement prompted by a topic in the media that affects our industry; meeting with colleagues across all of IDG to understand their area of the business and what they're working on in order to identify opportunities to position IDG externally.

Best part of my job
It's hard to name one! I like the variety that's part of my role, and I enjoy the research aspects of digging into a topic or part of IDG's business to develop a deeper understanding of it in order to explain it.

Most challenging part of my job
IDG's global scale means there's always something newsworthy happening. That's great — my challenge is making sure I know about it. So, I'd love to hear from my colleagues if they're working on initiatives that they think might be of interest to our external audiences.

ERIK SWANSON

*Directof of Communications **Janet Wyles** joined IDG Corporate Marketing in 2015.*

How I got involved in this career
I've always been an avid reader, news and technology junkie and enjoy writing.

A recent work accomplishment
I'm proud of the work done by the Corporate Marketing team on the new IDG brand campaign, from rolling out new materials and updating websites, to securing media coverage in a range of publications, including Forbes, where we were covered three times. Because the team is small, functional lines didn't dictate our roles as we headed toward the campaign launch. The project's success truly reflected tremendous teamwork.

What my colleagues would be surprised to learn about me
I know more about reality television than anyone should. ■

IDG.tv's Megan DiBello promotes the power of poetry and performance

Find community. Build confidence. Discover your voice. IDG.tv Video Account Manager **Megan DiBello** calls those actions "three pillars I live by," and she has incorporated them into the mission of Poetry Teachers NYC, an organization she helped establish in 2010 that holds in-person and online workshops for teens and adults at all levels of experience. The power of poetry and performance has led DiBello into related endeavors, including art-related event management.

DiBello earned her undergraduate degree in communication arts from Marymount College in New York and an MFA in writing from Naropa University in Boulder, Colo. Inspired by her entrepreneurial father, "who says in any deal you do in life you must act, direct, produce and star in your own show," she returned to New York City to chart her own course. "In grad school I saw a lot of poetry readings, and many folks aren't good at performing, so I created my own space to teach poetry and show people how to perform," she said.

DiBello

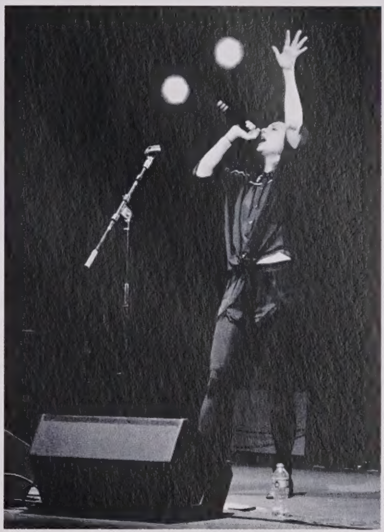
In addition to her work at Poetry Teachers NYC, DiBello has also taught at the Bowery Poetry Club and other organizations around Manhattan. While she still writes poetry at least once a week and very often does "bricklaying" — capturing lines or moments in a notebook that she always has handy — DiBello has shifted her focus in recent years to events rather than teaching.

After an interdisciplinary event she organized in SoHo in 2013 that involved haiku, painting and music, she was approached by Mike Geffner, founder of The Inspired Word Open Mic Series, a renowned venue that features storytelling, poetry, comedy, music and spoken-word performances. "Mike said he loved the show, and I started embedding myself in the open mic community," she said.

MIKE GEFFNER

DiBello performs frequently at open mic nights.

DiBello started hosting events at Inspired Word in 2014 and continues to perform there. She's been the associate producer since last year, which involves finding new talent, producing and promoting events and serving as an adviser to artists whose primary focus is usually on their craft, rather than business. "I encourage them to promote themselves as their own brand; they are their own best business card," she said.



MIKE GEFFNER

On stage at The Inspired Word in New York City.

She and Geffner have been collaborating on a variety of other projects, including producing the Queens Literary Festival, a free event on the waterfront with authors and musicians that will be held for the second year July 16-17. They've received funding to hold financial literacy classes geared to artists at a Capitol One bank that has an event space. Following an open mic hour, an author/finance expert speaks to the attendees — anywhere from 20 to 60 at each event — and then open mic resumes.

The pair also received a grant to publish the works of 10 emerging poets. DiBello edited each poet's book, helped create covers, oversaw the distribution and organized a sold-out poetry reading at a New York City gallery for 500 people.

DiBello joined IDG in July 2015 after managing clients for Gander.tv, a company that streamed live performances in venues around New York City, and working as a freelance video producer for a few years. She finds common threads running through her personal and professional interests in sales, art and performance. "Being good at sales means being able to build and foster relationships. With those skills, there's also the importance of great communication and using the right body language, which also embodies what makes for a good performer."

Write to Megan DiBello; read her poetry on IDG Central. ■

noteworthypeople

New employees

Sousou

New at **IDC California** is Client Services Representative **Janelle Sousou**. A graduate of San Jose (Calif.) State University with a B.A. in communications, she enjoys learning new languages. jsousou@idc.com

IDG Enterprise has hired **Tom Maloney** as a billing coordinator; he was previously a tax preparer with Consolidated Tax and Financial Services. He holds a B.S. in accounting from the University of Massachusetts/Boston and enjoys reading, watching sports and cooking. tmaloney@idgenterprise.com

New at **IDC Singapore**'s office is IDG Global Solutions Asia/Pacific Commercial Director **Jerome Soh** who will report to **Jason Gorud**, the group VP of Integrated Marketing Programs for IDC Asia/Pacific and group VP of IDG Global Solutions Asia/Pacific. Soh will be selling IDG's portfolio of products to agencies and will act as a consultant to clients by offering highly focused and customized go-to-market solutions. He has previously been an account director with TechTarget, Questex and CBSi. He holds a degree in electronic commerce from Australia's University of Queensland and enjoys playing soccer. jsoh@idc.com

Samantha Blaine joins **IDG Global Solutions**' Framingham, Mass., office as a program management intern. She is currently a junior at the University of New Hampshire where she is studying business administration and marketing and will be a student advisor at UNH's Paul College of business. samantha_blaine@idg.com

IDG Strategic Marketing Services has hired **Mitchell Herman** as an intern. Currently an undergraduate at the Rochester (N.Y.) Institute of Technology where he is studying new media marketing and is the event manager for the College Activities Board and captain of the men's basketball team, he enjoys video games (FIFA and Halo) and "Game of Thrones." mherman@idgcommunications.com

Herman

IDC Framingham has hired **Lynda Sterling** as a customer support representative, coming from Yardi Resident Screening where she held a similar title. She holds a B.S. in marketing from Bentley University in Waltham, Mass., and enjoys reading, surfing the Internet and spending time with friends and family. lsterling@idc.com

Sterling

Also new at **IDC Framingham** is Research Analyst **Nakul Narayan** who will be focusing on SaaS and Cloud. A recent graduate of the University of Wisconsin/Madison with a B.S. in statistics and economics, he has been a customer engagement intern with PayPal. He enjoys hiking and backpacking and is a certified private pilot. As part of the Wisconsin Flying Team he was invited to participate in a national aviation competition against top collegiate pilots in the U.S. where he placed well in several events. nnarayan@idc.com

Narayan

PETER SHORT

Marlene Cook joins **IDC** as an account executive, Mid-Atlantic region, based in Virginia. She was previously a sales account manager for North and Latin America with Elitegroup Computer Systems. She earned a B.S. in systems engineering from the Universidad Femenina del Sagrado Corazon in Lima, Peru, and enjoys volleyball, ping pong and running. She recently won a first-pace medal in the Father's Day 10K race supporting the Semper Fi Fun and America's Fund, which provide financial assistance and support to critically ill and injured members of all branches of the U.S. Armed Forces and their families. mcook@idc.com

Cook

IDG Germany has hired **Martin Schönauer** as a project management trainee. He most recently held a marketing internship at Transpoeon GmbH and studied marketing, sales and media studies at the University of Augsberg and the University of Ingolstadt. He enjoys jogging, volleyball and DJing. mschoenauer@idg.de

Schönauer

Returning employees

Michael Hnat returns to **IDG Germany** as a senior web developer. He was previously with IDG Entertainment in Germany and was most recently with the Webedia Group. In his free time he enjoys playing ice hockey as a goalie. mhnat@idg.de

Hnat

Send Noteworthy information to world_update@idg.com.

Entries now being accepted for IDG's 2017 photo calendar contest

Calling all IDG photographers! The time has come to sift through your photo library or grab a camera and see what inspiration you can find in the world around you. Then enter your two best shots in IDG's 33nd Annual Employee Photo Calendar Contest. The calendar, which is mailed to all IDG affiliated offices worldwide, is an opportunity for a bit of fame and — should your entry be one of the top three vote getters — some spending money. First, second and third prize winners will receive $300, $200 and $150, respectively.

2016
Employee Calendar
IDG

- Submit up to two color or black-and-white digital images on any subject. Images must be high-resolution files suitable for publication in a print calendar.
- Photos may be vertically or horizontally oriented. But please, no panoramic-width photographs can be accepted. Each entry should have your name, business unit, telephone and e-mail address in the body of the e-mail. Please be sure to include a title for your photograph(s).
- Send photos to world_update@idg.com. Entries must be received by Sept. 16, 2016. IDG employees worldwide will select the 12 winning photos by voting for their favorites on IDG Central during a two-week period beginning in September.

Please direct any questions to IDG World Update editors Patricia Smith or Penny Winn.

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

32
Susie Searle *IDG Australia*

26
Scott McLarnon *IDC*

24
Debra Becker *U.S. Media*
Randy Perry *IDC*

22
Loren Loverde *IDC*

18
Courtney Munroe *IDC*

13
Akemi Kimura *IDC Mexico*

12
Sandra Tubbs *IDC*

9
Richard Bell *IDC U.K.*

8
Andrew Han *IDG Korea*

7
Linus Wolter *IDG Sweden*

6
Matias Fuentes *IDC Chile*
Claudia Lopez *IDC Mexico*
Luis Rodriguez *IDC Mexico*
Pawel Olechowski *IDC Poland*
Charles Sacco *IDC*

5
Christian Drake *IDG Global Solutions*
Andrew Munton *IDC*

4
Shahista Hagalwadi *IDC Middle East, Africa & Turkey*

3
Steve Ragan *U.S. Media*
Pietro Delai *IDC Brazil*
Kay Kim *IDG Korea*
James Wester *IDC*

2
Olga Timoshenkova *U.S. Media*
Danielle Schwartz *IDC*
Eduardo Silva *IDG Australia*

1
Maria Avila *IDC*
Rasmus Andsbjerg *IDC*
Michal Swiatek *IDC Poland*

continued from page 2

Social media workshop

"Clients who were invited to attend this workshop were very pleased," noted **Rogier Warnink**, senior account manager, adding "they knew it was only for a selected audience, and so they were pleased to recieve an invitation." Warnink said he and his colleagues have already been in contact with attendees to plan new meetings to follow up on ideas gleaned from the workshop.

"For IDG Netherlands this was a great opportunity to share something new with our clients, and it was highly appreciated," Warnink said. "Our clients know about the No. 1 position we have and also that we are a company that invests in new possibilities. It is all about the relationship and positioning IDG as a global partner that will help clients with new challenges."

The half-day afternoon session was followed by a networking session that featured drinks and snacks. "The vibe was really good, with customers discussing the day's topics amongst themselves, reaching out to anyone with an IDG badge for follow up and numerous requests to share the presentations," Bos said. "We also got a lot of new requests to join our LinkedIn group." The networking session was scheduled to run an hour, but guests lingered for two-and-a-half hours, she said.

For more information, contact Jeremy Rueb, Heidi Obschil-Müller or Annelies Bos. ■

continued from page 3

One on One

the end of each month and more so towards the end of each quarter, demand spikes as deadlines loom. Partly because of marketing budget cycles, but also because everyone wants to get a good start to the fiscal year, December can be manic. We squeeze a huge month of demand effectively into two-and-a-half weeks of calling. Every country is different during the summer months. Some spread vacations across the summer months while others seem to turn the lights off for up to a month. We generally have to make 15% more calls per conversation during the summer months.

Q What kind of training is important for your staff?

A It is all about quality. The industry is packed with companies offering cheap leads. We will never win the market purely on price. We need to do what the others can't and at levels of quality that they can't. It is interesting that we spent so long teaching agents to follow precise inflexible scripts while these days we are teaching them to go beyond the script, have engaging conversations and focus on listening rather than talking. This requires more technical knowledge (it's a lot easier to follow a script than have a conversation) so our campaign briefings are becoming longer and more technical.

Of course we have traditional, formal, classroom-based training courses carried out by our dedicated trainers. Some of the courses include induction (training to on board an agent, IDG culture, standards expected and telephone techniques), BANT, sales skills, objection handling, Sonar and comment handling. We are now building on top of this as our training and development manager, **Dee Carty**, and her team of coaches are moving to real-time training and development. They listen live to calls and can point out examples of good calls where leads are accepted and poor calls with reasons why the lead is rejected to agents immediately. A timely tip can be a stitch in time.

Q What will be new for IDG Direct in FY17?

A Our traditional sources will continue to increase the complexity of the challenge and hopefully in scale, too. Although we are not predicting the sort of scale increases of the past years from organic growth, we do predict that difficulty factors will necessitate better data management and business intelligence. Account-based marketing has the effect of shrinking the data universe — we have the risk of subscribers not willing to go through surveys like calls and could unsubscribe and thus not be available for future calls — forcing us to use new strategies. We will do more with less. We have invested in systems and people that we believe position us well for the challenges of FY17. Our transformation to more open-ended, engaging conversations will keep us ahead of the competition. We plan to continue diversifying this year, taking on more direct work and growing independent. We need to do this while maintaining our focus on providing the best possible services to our IDG customers. ■

celebrating10

Tim Scannell

Director of Strategic Content

CIO Executive Council

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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thanksto

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IDG Germany
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Tim Scannell
CIO Executive Council
Maringo Vlijter
IDG Netherlands
Rogier Warnink
IDG Netherlands
Janet Wyles
IDG Corporate Marketing

Home
Quincy, Mass., with a summertime annex in Dennis Port, Mass.

Joined IDG
In 1977 as a staff writer for Computerworld when the organization was located over a Chinese restaurant in Newton Corner, Mass. Stayed for about seven years.

Career path
Left IDG to join Cahners Publishing. From there I went to SOFTBANK Corp. After about 12 years I joined CMP as an online editor, then made the jump to editorial director and analyst for Mobile Insights. I launched my own market analysis and editorial services business; co-launched a consulting business in Scotland; and then joined TechTarget. I came back to IDG in 2013.

Current title, what your job involves
Director of Strategic Content, which involves creating and channeling useful and relevant information to our IT leadership members, providing information on-demand directly to members on a daily basis, overseeing our virtual events and Global Media Bureau personal branding and engagement activities and acting as an overall advocate of IT as both a solutions provider and strategic business partner.

Best part of your job
A genuine sense that I am a part of something that is really worthwhile and provides a tangible business value through our programs and services. I am also amazed at the professionals I connect with each and every day and the trusted bond they have with the people on our staff.

Career highlight
I covered the launch of the first Space Shuttle for Computerworld, interviewed most every early pioneer in the PC industry, was one of the first tech columnists for The Boston Globe and co-created a worldwide smartphone mobile film competition.

What's kept you at IDG for 10 years?
I am a boomerang, returning to IDG in 2013. I have worked for nearly every tech publishing company in some capacity. What I have learned is that culture and an environment that truly fosters innovation and creative thinking are what drives success and motivates employees. IDG is one of the few companies that actually makes an effort to practice what it preaches in terms of respecting and caring for its most valuable commodity — people.

JOE MOLA

***Tim Scannell** first joined IDG as a staff writer for Computerworld in 1977. He left after seven years and has now been with the CIO Executive Council since 2013.*

Interests outside the office
Reading, creative writing, poking around unique thrift stores and yard sales looking for that elusive attic Rembrandt for $10 or less.

Family
Married to Kathy for 39 years. We have two grown sons.

What talent do you wish you had?
Fluency in a foreign language. I grew up in an Italian-Irish household, so I can understand a smattering of Italian but can't bring it to my Irish-influenced lips.

Dream destination
Northern Italy … but don't tell my Irish half.

First job
My father always worked three or four jobs, some of them more legal than others. One of these was washing and spraying oil on mop heads that were used for cleaning offices at night. He 'hired' me to help him with this one summer for the grand sum of $1 per week. I thought it was fabulously fun and I got paid to do it!

Manager's profile
"Tim is responsible for overseeing the CIO Executive Network communications strategy, providing expert peer network and practitioner tool initiatives for our global community of top IT leaders and executives. Tim's extensive network has been instrumental in the expansion of partnerships to deliver relevant resources to the member community and to promote the CEC's business value and present solutions to our members to help them make smarter business decisions. Tim's quick wit, positive outlook, camaraderie and team approach make him a pleasure to work with!"

— Kathryn Marston, VP, Client Experience, CEC

IDGWorld Update

EMPLOYEE NEWS AND INFORMATION
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ONE ON ONE - page 3 | NEWS - page 4-5 | NOTEWORTHY - page 6 | ANNIVERSARIES - page 7

IDC's East Africa CIO Summit incorporates CFO roundtable

IDC
CIO
SUMMIT 2016
EAST AFRICA

Ninety-five ICT leaders from Kenya, Uganda, Tanzania and Ethiopia attended the final event in IDC Middle East, Africa and Turkey's seven-stop regional CIO Summit series.

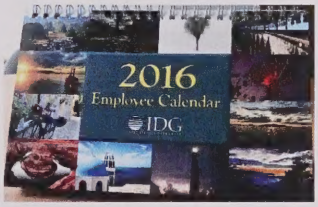
SEE MORE ON PAGE 2

Also inside

Computerworld editorial products boost bottom line

One on One: Thomas Alexander, U.S. Media VP of Engineering

On the Job: Tom McDonald, CEC senior virtual program manager


2016
Employee Calendar
IDG

Entries now being accepted for IDG's 33rd annual Employee Photo Calendar Contest.

SEE MORE ON PAGE 2

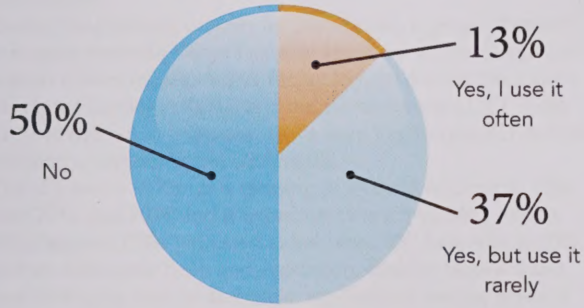
Congratulations
24 Years
IDC
On Your Retirement

Chris Christiansen, IDC Program VP, Security Products, retires from IDC after a 24-year career.

SEE MORE ON PAGE 8

Question of the week results

Do you still keep a paper address book for personal use?



Log on to www.idgcentral.com to vote on this week's question:

Were you surprised by the results of last week's vote on whether the U.K. should leave the European Union?

CLICK HERE

IDC interns in the house

FIVE SPEEN STREET
IDC
Analyze the Future

IDC welcomed this summer's group of interns to its Framingham, Mass., office in late June. More than a dozen college students will spend 10 weeks working in a variety of IDC departments under the direct supervision of their IDC mentors.

IDC's East Africa CIO Summit incorporates CFO roundtable

IDC
CIO
SUMMIT 2016
EAST AFRICA

*Regional Manager/East Africa **Onesmus Mbogo** (left) moderates a panel discussion.*

IDC Middle East, Africa and Turkey's seven-stop regional CIO Summit series concluded on June 16 in Nairobi. Ninety-five ICT leaders from Kenya, Uganda, Tanzania and Ethiopia came to the East Africa CIO Summit to learn more about trends shaping tech adoption in the region and how they can take on a leadership position in their organization's digital strategies.

For the first time, a CFO roundtable and dinner took place the day before the main conference with 15 CFOs and finance leaders from enterprise companies in Kenya. IDC MEA Associate VP/Sub-Saharan Africa **Mark Walker** spoke to the group on how to more fully understand the value of investments in various ICT technologies and how these technology opportunities will emerge within the business/IT investment plans over the next five to 10 years.

*GVP/Regional Managing Director **Jyoti Lalchandani** sits in on a panel.*

In addition to Walker, GVP/Regional Managing Director **Jyoti Lalchandani** and Regional Manager/East Africa **Onesmus Mbogo** presented at the main conference.

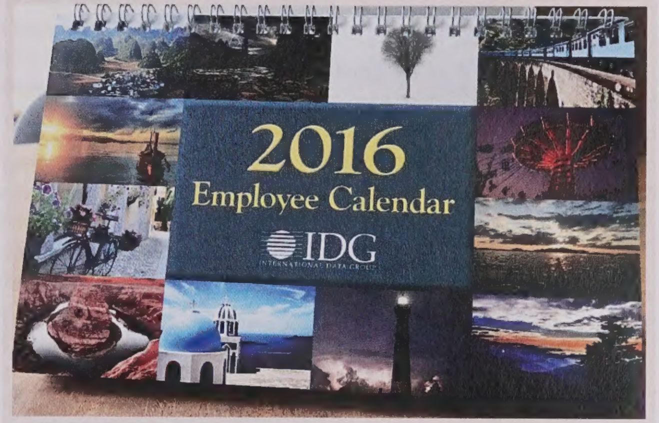
During the planning process for the summit, a group of senior IDC managers met with Kenya's cabinet secretary for the Ministry of Information Communications and Technology to discuss the current state of digital literacy in Kenya and the development of ICT in the region. That visit led to a representative from the Kenyan ICT Authority delivering a keynote at the conference.

The ICT sector in Kenya is growing at a CAGR of close to 13% between 2015 and 2020 and is expected to reach US$465 million by 2020. Regional CIOs indicated in the latest IDC East African CIO Survey that datacenter build and expansion, disaster recovery and business continuity, mobile and social applications are key areas of investment in the next 18 months.

Following feedback from CIOs earlier in the year, the agenda was limited to IDC presentations and panel discussions that included presentations only from the Platinum-level sponsors, Dell and Intel Security. All other sponsorship levels participated as part of the panels.

Write to Marketing Manager Anulekha Shetty. ■

Entries now being accepted for IDG's 2017 photo calendar contest



Calling all IDG photographers! The time has come to sift through your photo library or grab a camera and see what inspiration you can find in the world around you. Then enter your two best shots in IDG's 33nd Annual Employee Photo Calendar Contest. The calendar, which is mailed to all IDG affiliated offices worldwide, is an opportunity for a bit of fame and — should your entry be one of the top three vote getters — some spending money. First, second and third prize winners will receive $300, $200 and $150, respectively.

- Submit up to two color or black-and-white digital images on any subject. Images must be high-resolution files suitable for publication in a print calendar.
- Photos may be vertically or horizontally oriented. But please, no panoramic-width photographs can be accepted. Each entry should have your name, business unit, telephone and e-mail address in the body of the e-mail. Please be sure to include a title for your photograph(s).
- Send photos to world_update@idg.com. Entries must be received by Sept. 16, 2016. IDG employees worldwide will select the 12 winning photos by voting for their favorites on IDG Central during a two-week period beginning in September.

Please direct any questions to IDG World Update editors Patricia Smith or Penny Winn.

Talk IDG with Mike and Laurie

IDG CEO **Michael Friedenberg** talks with VP/Global Training & Development **Laurie Butson** about the strategic exercise and what is driving interest in the company, the company's global financial performance and the issue of talent as IDG explores strategic options. Editorial, events and the IDG Sales University top the list of shout outs. Click here to watch the video.

OneonOne

Thomas Alexander

U.S. Media

The VP/Engineering for U.S. Media is this week's columnist. Reach him at talexander@idgcommunications.com.

"The team has also delivered significant changes to increase e-commerce opportunities into Apollo in the past couple of months. We are also making significant progress increasing engineering capacity on the lead-gen suite of products to help meet stakeholder needs and incorporate this declared data into the overall data effort."

Q What's your role at U.S. Media?

A I lead a team of engineers that keep IDG's public U.S. sites, lead generation and content management systems up and running. We are a collection of three development teams, a Quality Assurance and Release team, and a DevOps team located in New York, Framingham, Mass., and San Francisco.

I ensure that the engineering organization is up for any task the business throws our way. To do this, I balance resources so that teams are staffed according to current roadmaps, systems are documented and single points of failure are eliminated. I help ensure that we balance delivering on the current needs of the business without sacrificing the long-term security and viability of our products. I also interact directly with other business units regarding strategic initiatives and Engineering's current capabilities.

Q What are your group's biggest accomplishments this year?

A It's not very sexy to say it, but simply keeping the sites up and running 24-7 is no small feat. We deploy changes to the sites four days a week on average, sometimes minor tweaks and sometimes major overhauls. We constantly monitor the sites and ensure we have the right processes in place to do no harm as we make these changes. The DevOps, QA and Release teams are our heroes here.

I am really proud of the work we have done on Athena, a tool used to provide business intelligence to the Ad Ops and Data teams, incorporating data from Apollo, BlueKai (our data management platform) and The Trade Desk (our demand-side platform) to help better monetize our audiences.

The team has also delivered significant changes to increase e-commerce opportunities into Apollo in the past couple of months. We are also making significant progress increasing engineering capacity on the lead-gen suite of products to help meet stakeholder needs and incorporate this declared data into the overall data effort.

Q What are a few of your team's biggest challenges, and what are you doing to meet them?

A Easily the biggest challenge is capacity — getting all the things done that the business needs and wants in addition to the prerequisite engineering tasks to shore up existing infrastructure in order to prepare for the road ahead. To balance these competing tasks, we've developed a process where we work with Product Management to make time for the 'important and not urgent.' In so doing, we have 'found time' to improve our security posture though training and retired outdated and obsolete systems to free up resources. We have 'made time' to enumerate system risks and actually run through some of our disaster recovery plans.

Since resources are scarce, Engineering's goal is to provide as much transparency as possible into what we are working on. Everything we do is in JIRA, an issue-tracking tool, so there are no secrets. Everyone can see who is working on what and how long it will take. In Engineering, we look to the business to tee up the highest-value projects so that we can make the most of a fixed amount of Engineering time.

Q Give us an idea of what your top-level workflow procedure is like.

A I am a huge believer in the role of Product Management as defined by the Pragmatic Marketing Model, wherein Engineering looks to the Product Owner or Project Manager to understand both the immediate needs and the trajectory of the business and translates those into a roadmap for each product. Having a single source for Engineering priority ensures that there is a consistency in messaging both into and out of Engineering. Doing so helps ensure that we don't get whiplashed from one task to the next based on ephemeral priorities.

We work with the Digital Media Group to get the priority for product direction for Apollo and lead gen. They, in turn, work with Editorial, IDG.tv and other business units to translate these groups' needs into high-level projects and detailed requirements that Engineering then delivers. For Athena and data-related projects, we look to **Neil Glass**, IDG TechNetwork SVP of Data Strategy, and his team to guide those products.

Q Where does Apollo live? In an IDG location? In the cloud?

A For Apollo, the majority of our systems live in a co-location facility in San Francisco, walking

continued on page 7

Computerworld editorial products boost bottom line

Computerworld editorial is working hard to develop incremental revenue by building several kinds of content products that can be purchased or used to sell digital advertising. The staff has been working with YGS, its reprints and licensing company, to sell a growing variety of new products to winners of editorial awards programs as well as ads in Computerworld's digital magazine.

"We're not talking about millions of dollars, mind you," said Computerworld Editor-in-chief **Scot Finnie**. "But we have generated several hundred thousand dollars of incremental revenue over the last few years with various products that we're selling mostly through YGS."

Finnie

Fanning

Finnie, Editor **Ellen Fanning** and several colleagues began the product development effort about seven years ago. It started with a data-intensive, company-specific report generated for winners of one of its annual special projects, the 100 Best Places to Work in IT. Called the Best Places Custom Benchmark Reports, the new reports began in 2006 and were given freely on request. IDG Enterprise COO **Matt Smith** helped connect the editors with YGS when they realized the Custom Benchmark Reports were marketable.

Priced at $2,250 each, about 30 such reports are sold annually. The editors still custom prepare each report separately. Each product or service YGS sells for Computerworld has its own price and revenue-sharing agreement. Mike Shober, account representative, Content Sales & Licensing, The YGS Group, proposes the percentages based on the amount of effort he believes it will take to sell the product, and the revenue share "often favors IDG by a good deal," Finnie said.

The Best Places Custom Benchmark Reports show the participating organization's responses to the Best Places to Work in IT survey, matched to the aggregate data from the overall 100 winning companies. The 20-plus page reports started out as a way to help organizations that had participated in the Best Places project understand their rankings, and delve deeper into categories like training, career development and benefits to see where they were doing well and where they might improve.

"We also wanted to provide organizations with more detailed results from the employee portion of their surveys, looking at how their IT workers scored their satisfaction with their organization's training and development programs, bonuses, health insurance and more," Fanning said. About a third of participating organizations buy the reports each year — organizations that made the list and those that did not. And the reports give these organizations another good reason to participate in CW's survey each year, she added.

A few years later, Computerworld's editors expanded the deal with YGS by agreeing to charge Best Places winners for logos, posters, plaques and the like. Computerworld requires organizations to purchase a license to use the Best Places to Work logo. One-year logo licenses start at $1,395 for electronic marketing and up to $2,495 for electronic and print marketing.

COMPUTERWORLD
Regional
2016
IT JOBS
REPORT
North Central
North Central
SECTION I
Company Information
The regional IT Jobs Report is part of a package for sale that helps organizations with their recruiting and retention efforts.

The June Best Places special edition of Computerworld's print magazine had been the biggest seller in each of the last several years before CW transitioned to a digital magazine in August 2014. "We wondered whether we could sell digital ads into the June 2015 Best Places issue of the Computerworld digital magazine," Finnie recalled, noting that digital magazines at IDG Enterprise had had little success selling advertising up to that point. But the effort turned out to be a resounding success.

In calendar year 2015, Computerworld sold 25 Best Places digital magazine ads, more than 50 Best Places logo licenses at $1,950 each and 25 custom benchmark reports at $2,250 each. Combined for the calendar year of 2015, Computerworld's net on YGS's sales was just under $185,000. (At the time of this writing, calendar year 2016 numbers aren't yet available.)

New year, new products

For 2016, YGS sold ads into the March special issue of Computerworld, which was devoted to the Premier 100

continued on page 6

Job Spotlight

On the job: Senior Virtual Program Manager

The past few years have seen huge changes in the media space. These changes have resulted in the creation of new jobs with unfamiliar-sounding titles and the retooling of old jobs to incorporate new skills and ways of doing business. IDG World Update's occasional Job Spotlight series is designed to provide insight into what our colleagues are up to.

Name Tom McDonald

Title Senior virtual program manager, CIO Executive Council (CEC)

What a senior virtual program manager does I lead our virtual team, which produces, develops and delivers the webcast content geared for the IT leaders who are members of the CEC. Everyone on the team is responsible for a particular track of programming and manages that curriculum. The tracks include Pathways Leadership Development, Women in Leadership and the Executive Network. I'm responsible for the Executive Network webcasts, which we've branded as the "CEC Power Hour." As a team in 2015, we held 62 sessions and had 1,381 attendees. We usually hold at least one session per week; there are two Executive Network webcasts per month.

I also build an editorial calendar of virtual sessions, coordinate promotional efforts for them and I even get to host on occasion. These virtual sessions are typically practitioner-led, members-only events designed to facilitate a knowledge exchange among peers. We also hold webcasts open to public registration, often with a subject-matter expert as a special guest along with a panel of CIOs/IT leaders. These are great visibility platforms for our members to be featured as thought leaders to a broader audience.

The services I provide and who my customers are We provide executive connections and community engagement via our virtual sessions for the members of the CEC. The webcasts, which are typically an hour long, are also media/PR and mentor opportunities for our guest speakers and panelists who are looking for the opportunity to give back to the profession and/or are looking to raise their profile with their peers.

Key skills required for my job No fear! Live sessions with Fortune 500 CIOs require attention to detail to be sure nothing goes wrong, but stuff still happens so you have to be prepared to react accordingly on a moment's notice. But an understanding of business, technology and the media go a long way to being successful in this role. I've been fortunate to have the opportunity to combine my background in those areas with the incredible access and trust we have with our clients at the CEC to deliver some truly compelling content for our clients.

A typical day Each day involves researching topics that might make for an interesting webcast and matching that with the expertise of our members. We'll put together a session description and work to get it calendared and promoted for registration. I spend a good deal of time talking to CIOs about their areas of expertise and the challenges they're facing. I also work with our internal staff to coordinate the resources we can deliver to our members. I often partner with our IDG colleagues (CSO, IDC and CIO.com especially) to join the panel or host a session in their area of particular interest.

Senior Virtual Program Manager ***Tom McDonald*** *joined the CEC in 2010 as a client relationship manager.*

Best part of my job Reading rave reviews from the audience after a particularly well-done webcast. It's also gratifying when the guest speakers also tell us how much they enjoyed participating and want to join us again.

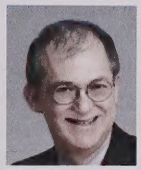
Most challenging part of my job Coordinating prep calls with multiple CIOs — they are very busy people!

Why and how I got involved in this career I started in business development for an IT staffing and training firm and realized that this was the space I wanted to work in. From there I've held market research program manager roles serving large business software and high-tech services vendors. The opportunity to work even closer with CIOs came from the CEC, and I signed on as a client relationship manager in 2010.

What my colleagues would be surprised to learn about me I'm a word-class bodysurfer. Could have gone pro. I love to go to Nauset Beach down on Cape Cod and swim with the sharks. ■

noteworthypeople

Promotions


Morris

IDC SVP **Henry Morris** has been appointed to the role of IDC Research Fellow focusing on Big Data, Analytics and Cognitive Software research. He will collaborate with a team of IDC global analysts developing leading research in these high-growth areas. "Henry has been a long-time thought leader in Big Data, Analytics and Cognitive Software and will be working with our world-class team to further IDC's position as the leading research firm in this space," said **Kirk Campbell**, IDC president and CEO. "We believe the impact of cognitive computing will span many industries and use cases. As IDC invests in creating new research around the evolution of the 3rd Platform, we are making the commitment to dedicate one of our most senior research executives to these growing market segments." Morris is IDC's second research fellow, following **Vernon Turner** who was named IDC Research Fellow for Internet of Things last year. hmorris@idc.com

Lloyd

IDG TechNetwork Account Coordinator **Henry Lloyd** has been promoted to account manager. "Henry joined the team just seven months ago, supporting the sales team in his role as an account coordinator," said TechNetwork Manager, Account Managers **Lauren Moranski**. "Henry not only compiled reports and pulled screenshots, but he helped ensure our territories ran smoothly by taking on any project that was asked of him. Henry will now be managing two territories of his own." henry_lloyd@idgtechnet.com

IDG Enterprise Account Coordinator **Myra Escalera** has been promoted to senior account coordinator. "Myra has consistently been the go-to for our team when it comes to process, challenges and improvement," said SVP, Sales **Julie Ekstrom**. "She has acted as a liaison with the East Coast team, Sales Ops and Ad Ops. She is the kind of person who takes on leadership without being asked. She assumed this position because we needed it and did so long before it was given to her formally. She's also one of the most positive people I've ever worked with and constantly feeds our culture in positive ways." mescalera@idgenterprise.com

Escalera

New employees

IDC Singapore has hired **Jing Bing Zhang** as research director; he will lead IDC's worldwide robotics research program as well as the Manufacturing Insights program in the Asia/Pacific region. He was most recently senior director and engineering site lead for Kulicke & Soffa Pte, Ltd. and has also worked at the Singapore Institute of Manufacturing Technology. He holds a B.S. in engineering from China's Tsinghua University, an MBA from the U.K.'s University of Birmingham and a Ph.D. focused on robotics and computer vision systems for manufacturing from the U.K.'s Loughborough University. jbzhang@idc.com

IDG Enterprise has hired **Tom Maloney** as a billing coordinator; he was previously a tax preparer with Consolidated Tax and Financial Services. He holds a B.S. in accounting from the University of Massachusetts/Boston and enjoys reading, watching sports and cooking. tmaloney@idgenterprise.com

New at **IDC Philippines**' Publishing Services and Technology team is Research Editor **Anthonie Sioco**. Most recently an English-as-a-second-language teacher at a Korean academy for college-level students, he is a graduate of the University of the Philippines with a degree in geography. He enjoys basketball, volleyball and fitness training. alsioco@idc.com

LeBaron

Previously a sales consultant with Sungevity, **Mary Rose LeBaron** joins **IDC California** as a client services representative. She earned a B.A. in geography and environmental studies from San Francisco State University and enjoys healthful cooking, weight lifting and dancing. mlebaron@idc.com

Rizza

New at **IDC Framingham** is Program VP, Enterprise Applications **Mickey North Rizza**. She was previously a VP, Strategic Services with BravoSolution and holds a degree in materials logistic management from Michigan State University. She is a founding member of the ISM Supply Chain Risk Management Group. In her free time she enjoys gardening, British and German sports cars, home maintenance and her two dogs. mnrizza@idc.com

Fisher

Matthew Fisher joins **IDC**'s Industry Insights sales team as a senior account executive based in Chicago. Previously a principal consultant, National Accounts with Dun & Bradstreet, he has also worked for IBM, UPS Logistics. ADP and Enron ("whoops"), all in sales and sales leadership roles. A graduate of Oregon State University, he enjoys golf, drumming, fly fishing and college football. mfisher@idc.com

continued from page 4

Editorial

Technology Leaders awards program. Also new this year are the Regional IT Jobs Reports, which give organizations a big-picture look at the IT hiring market in their region with insight from local recruiters. These reports also include average 2016 compensation data for more than two dozen IT titles drawn from Computerworld's IT Salary Survey, comparing national compensation to regional data. The reports were designed to help organizations with their recruiting and retention efforts.

"These reports will be offered to participants in our Best Places to Work in IT survey, in addition to the custom benchmark reports, so organizations might buy their own, personalized report that compares their Best Places survey responses to the top 100 organizations, and a regional report that gives a broader picture of the IT jobs market in their specific region of the country," Fanning said. Six regional editions will be available.

Computerworld's editors are working on some other big products that they think YGS will be able to sell. "We're trying to develop a slow but steady pipeline of marketable content products," Finnie said. "It's too soon to talk about them now, but whatever successes we have, we'll share."

Write to Scot Finnie. ■

continued from page 3

One on One

distance from our office. We have a 22 KW space that houses about 30 rack-mounted physical servers. As with everything, it is a little more complicated, though. Only about 2% of the browsers that find our sites send requests that make it back to the co-location facility. We leverage a content delivery network called Fastly to deliver the other 98%. Fastly is in the cloud. Interestingly, it is also a company funded by IDG Ventures.

We have a quite a few third-party relationships that deliver video content, track user interaction, deliver ads, recommend other articles and more. From the Apollo standpoint, these are just calls to the third party and their infrastructure, and they populate the content. So in reality, Apollo integrates with these third parties, and they help us deliver a portion of the page real estate via the cloud.

Q Do you have any thoughts on running an effective engineering organization?

A I found the book *Good to Great* by Jim Collins one of the best engineering books out there. Even though the author never speaks to engineering per se, all of the principles hold as true for engineering as they do for running an effective company. This book taught me that "If you want to improve something, you measure it."

We have become exceptionally good at scoping tasks and projects. Before projects begin, we can show stakeholders the time it takes to implement their features so they can evaluate the relative merit of the project relative to cost in engineering time. I think every day about being brutally honest with ourselves. We hold retrospectives a lot, learning from our mistakes and enshrining the things we've done well. We strive to constantly improve and become the best engineering organization we can be.

Q What would you like people to know about engineers?

A Developing complex software is a lot like surgery, where engineers go into a complex organism, move some things around, clamp some things off, put a stent in there, make a connection there, reroute something. Thankfully, in our business, if we cut the wrong thing no one dies, yet the metaphor is sound in that the things you want for engineers are the same as you want for your surgeons. You want them, well-rested, focused and well-trained. Could you ask a surgeon to drop everything mid-surgery to work on something else? Absolutely. Are there consequences when she comes back and tries to remember where she left things? Absolutely.

> Developing complex software is a lot like surgery, where engineers go into a complex organism, move some things around, clamp some things off, put a stent in there, make a connection there, reroute something. Thankfully, in our business, if we cut the wrong thing no one dies.

Q You also conduct the San Francisco Civic Symphony. How is this the same or different from leading a group of engineers?

A In many ways it is quite similar. In orchestras, you have a large collection of highly trained people with specific, differentiated skills. Each needs to come together in concert to deliver a coherent product. If things happen out sequence or individuals or groups drop the ball, the whole is diminished.

It is different in that on the podium you can get things done by just waving your hands. In engineering there is a lot of talking, drawing, documenting, ticket jockeying, coding and testing (with optional hand waving). ■

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

31
Keith Arnot *IDG International Controllers Office*

29
Kimberly Schuberthan *IDC*

28
Caroline Craig *U.S. Media*

22
Tom Winter *IDG U.K.*

21
Joan Young *IDC*
Karen Blythe *IDG Global Solutions*

20
William Ganci *IDC*

16
Dorothy Merullo *IDC*
Mary Ann Daneke *IDC*
Katharina Friedmann *IDG Germany*
Marian Prokop *U.S. Media*

15
Meghan Baker *IDC*

14
Bob Bragdon *U.S. Media*

13
Ole Evers *IDG Germany*

12
Ramon Llamas *IDC*
Boris Braslavsky *IDC Russia*

9
Simon Ellis *IDC*
Maciej Latopolski *IDC Poland*

8
Matthew Iaricci *IDC*
Patrick Hagn *IDG Germany*
Anna Rosiczka *IDG Poland*

7
Oliver Aguilar *IDC Mexico*

6
Archana Ramachandra *IDC*
Gregory Girard *IDC*

5
Jean Desmarais *IDC*
Nicole Day *U.S. Media*

4
Saurabh Verma *IDC META*
Angela Salmeron *IDC U.K.*
Matt Steele *U.S. Media*

3
Myra Escalera *U.S. Media*
Kelly Gannon *U.S. Media*

2
Karen Laverdiere *IDC*
Jaclyn Lewis *IDC*
Jan Becev *IDC CEMA*
Ann Fleur Den Haan *IDC Netherlands*
Maria Michael *IDG Connect*

1
Luboslava Becvarova *IDC CEMA*
Petra Fliegerova *IDC CEMA*
Lukas Kubny *IDC Poland*
Jan Mikurda *IDC CEMA*
Mangesh Nadkarni *IDC META*
Priyanjali Sarkar *IDC META*
Sohail Iqbal *IDC U.K.*
Shyann Ramroop *U.S. Media*

Program VP Chris Christiansen retires from IDC

Congratulations
24 Years
IDC
On Your Retirement

IDC colleagues gathered in Framingham, Mass., last week to congratulate Program VP/Security Products Chris Christiansen as he retires after a 24-year career with the company.

Joined IDC April 20, 1992 as Research Director, Mid-Range Systems

IDC career path
1992 – 1995 Research Director, Mid-Range Systems,
1995 -1998 Program Director, Leasing Planning Services,
1997 -2000 Program Director, Internet Security
2001 – 2016 Program Vice President, Security Products

Primary responsibilities
Sell and write CIS research, sell and execute consulting, answer and record client inquiries, grow analysts, rinse and repeat.

Did you guess when you were hired you'd spend 24 years with IDC?
Never thought about it because predicting personal paths is a waste of time. Always better to look for opportunities and dive into exciting possibilities.

What I've loved most about my job.
Clients who pay you to learn about amazing new things.

Top memorable moments

- Starting IDC's security group when my previous employer told me the Internet was never going to be big.
- Speaking to 2,000 people at a Beijing security conference.
- Exploring Antarctica with my wife (thanks to the IDG's 20th anniversary trip); remarkable misadventures in roughly 42 states and 32 counties across all seven continents.

IDC career achievement of which you are most proud
Contributing to the success of clients, analysts, consultants and sales people.

Moment I'd most like to forget
Playing "let's see what local delicacy Chris will eat now" in many, many countries around the world.

What I'll miss most about working at IDC
Those local delicacies, collaborating with IDC analysts around the world, and the cafeteria coffee.

*Colleagues gathered to wish **Chris Christiansen** all the best as he retires from IDC after a 24-year career.*

Interests outside the office
Skiing, scuba diving, open water swimming, body surfing, sailing, hiking, travelling, writing, reading, training African Cichlids to splash water on the pet sitter, teaching a cat to run on a treadmill and writing snarky tweets.

Post-retirement plans
See above.

Six words to sum up life at IDC
Adventures in research, collaboration, travel and cuisine.

INTERNATIONAL

*On hand to wish Chris (second from right) well were (l-r): **David Reinsel**, SVP, Mobility, Security, Consumer, Semiconductors, Telecom, Client Computing and Imaging/Print/Document Solutions; **Crawford Del Prete**, EVP, Worldwide Research Products & chief research officer; and IDC President & CEO **Kirk Campbell**.*

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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thanksto

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Anulekha Shetty *IDC Middle East, Africa & Turkey*

IDG World Update

EMPLOYEE NEWS AND INFORMATION

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IDG Enterprise doubles down on IT executive education programs

CIO has been partnering with Boston University for 10 years on an executive education program, which has evolved into the Mini MBA for Tech Executives and the new Master Class for Tech Executives.

SEE MORE ON PAGE 4

Also inside

- IDG Enterprise takes home 18 regional ASBPE awards
- One on one: IDG Spain Managing Dir. Manuel Pastor
- On the job: Manager, Program Architecture, SMS
- IDG Direct's team leaders complete quality course
- IDC analysts on most-followed-by-peers Twitter list

Framingham,Mass., employees contribute books to restock a charity's children's library.

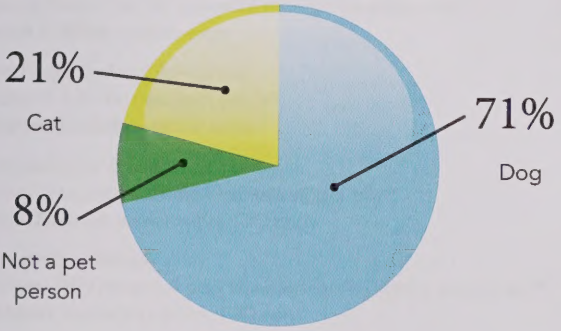
SEE MORE ON PAGE 7

Unsung hero: Amy Bennett, managing editor, special projects. CIO and CSO, is this week's nominee.

SEE MORE ON PAGE 9

Question of the week results

Are you a cat person or a dog person?



Log on to www.idgcentral.com to vote on this week's question:

Do you still have a paper-based address book for personal use?

CLICK HERE

IDG

Tech & Marketing News from IDG

IDG Corporate Marketing's newsletter aggregates top stories from tech and marketing news sites, including IDG sources. Topics include media, marketing, mobile, social video, the tech industry and press mentions about IDG and IDC. To get on the mailing list, sign up here. Recent selections include:

What publishers should do about ad blocking now (Digiday)

For some publishers, email is a way to wring value out of ad blocking readers (Digiday)

Who owns the news consumer: Social media platforms or publishers? (Columbia Journalism Review)

IDC lauds innovations in supercomputing with Innovation Excellence Awards (IDC)

IDG Enterprise brands take home 18 ASBPE regional awards

IDG Enterprise was well-represented at the ASBPE New England regional awards banquet in Framingham, Mass., on June 21. Computerworld and CIO brought home a total of 18 awards, and a number of those entries are in the running for national awards, which will be announced at ASBPE's national event in St. Petersburg, Fla., on July 22.

In addition, CIO.com, Computerworld.com and CSOonline.com are contending at the national level for website of the year.

The full list of IDG's New England regional winners in their respective categories follows, with an * indicating national finalists.

IDG attendees at the awards event were (seated, l-r): ***Amy Bennett****, managing editor, special projects at CIO and CSO;* ***Dan Muse****, editor-in-chief, CIO. (Standing, l-r):* ***Marian Prokop****, senior news editor, Computerworld;* ***Johanna Ambrosio****, senior news and technologies editor, Computerworld;* ***Ryan Francis****, managing editor, CSO.*

Gold Award Winners (CIO)

Online Premium Content Section
State of the CIO 2015*
CIO.com staff

Online Blog/How-to Tips/Service
Living the tech life
— **James A. Martin**, contributing writer

Gold Award Winners (Computerworld)

Online - Data Journalism
Despite H-1B lottery, offshore firms dominate visa use*
— **Patrick Thibodeau**, national correspondent; **Sharon Machlis**, executive editor

Web Feature Article
How data analytics can drive workforce diversity
— **Cindy Waxer**, contributor; **Ellen Fanning**, editor

Online Enterprise News Story
Disney IT workers training their replacements*
— Patrick Thibodeau, national correspondent; **Ken Mingis**, executive editor, News & Strategy

E-Zine/Original Digital Content
The Computerworld Digital Magazine*
— Ken Mingis, Ellen Fanning, **Valerie Potter**, **Jamie Eckle** (editors); **April Montgomery**, designer; **Bob Rawson**, production editor

Silver Award Winners (CIO)

Online Video Tutorial
Samsung Galaxy Tab S2: powerful enough for enterprise*
— **Sarah K. White**, senior writer

Online Photo Gallery/Slide Show
6 hottest IT jobs for new tech grads*
— **Sharon Florentine**, senior writer

Online Technical Article
How big data analytics help hospitals stop a killer*
— **Thor Olavsrud**, senior writer, CIO.com

Online Product Review
BlackBerry PRIV review: A new standard for Android in enterprise?*
— **Al Sacco**, managing editor, CIO.com

Silver Award Winners (Computerworld)

Design - Front Cover-Illustration - More Than $3 Million Revenue
Combating the diversity dearth
— April Montgomery, art director; **Daniel Hertzberg**, illustrator

Web How-to Article
Windows 10 cheat sheet (with Video)*
— **Preston Gralla**, contributor; Valerie Potter, managing editor, Features; **Keith Shaw**, video editor

Bronze Award Winners (CIO)

Web How-to Article
IT resume makeover: When all else fails, break the rules
— Sharon Florentine, senior writer

Online Video Tutorial
4 old-school BlackBerry features in Android-powered PRIV*
— Al Sacco, managing editor

Online Original Web Commentary
Why Apple Watch is a business traveler's best friend*
— Al Sacco, managing editor

Bronze Award Winners (Computerworld)

Web Microsite/Special Section
100 Best Places to Work in IT 2015
— **Mari Keefe**, editorial project manager; **Tracy Mayor**, senior features editor; April Montgomery, designer; Bob Rawson, production editor; **Steve Traynor**, photo editor

Online Photo Gallery/Slide Show
7 Real NASA technologies in sci-fi movie The Martian*
— **Sharon Gaudin**, reporter; **Marian Prokop**, senior news editor; **Stephen Sauer**, designer

E-Book
Learn R for beginners with our PDF
— Sharon Machlis, executive editor, Online & Data Analytics; Steve Traynor, designer; **Johanna Ambrosio**, senior news editor ■

OneonOne

Manuel Pastor

IDG Spain

The managing director of IDG Spain is this week's columnist. Reach him at mpastor@idg.es.

> "We are proud to announce that we already have six Spanish CIOs who have signed up for the CIO Executive Council Spanish hub. They are top-level CIOs from some of Spain's biggest companies."

Q Can you talk a bit about IDG Spain's experience migrating from print to digital magazines?

A The transformation from being a mainly print company to a completely digital one has been a two-step process. The first one was the discontinuation of our B2C print editions in FY13 with PC World, Macworld and IDG TechStyle. The second one culminated at the end of FY14 when we discontinued our B2B print editions (ComputerWorld and Dealer) and became a 100% digital company.

The B2C discontinuation was only a matter of time. We kept the B2C print publications until we crossed a line where it was simply not profitable anymore.

For the B2B side, the decision was not so obvious. We thought the discontinuation was a very delicate issue, and we should manage it very carefully. Many of our events sponsors really appreciated what we published later in the magazine about their event participation and, believe it or not, they said liked to be able to touch the magazine to read it. Also, in Spain many people believed that closing ComputerWorld in print was a very negative signal to the market.

With all this in mind we created a digital ComputerWorld magazine (first issue here) that has been very successful. It combines the best of interactive (video content and video advertisements, links, advertising clickthrough rates and metrics) with the best of print (elegant, big formats). The result has been very satisfactory: readers prefers this new format, and our digital CW magazine has a much better revenue contribution to the company than the print one did. (See World Update article here.)

Q A couple of months back, you launched a CIO Executive Council. How is that is going?

A The CIO Executive Council (CEC) is something we always admired and really wanted to jump into. We thought it would be a very interesting for Spanish CIOs to be able to communicate for themselves in a peer-to-peer environment, and also with U.S. CIOs, and share work experiences. Also we knew IDG Australia had already a successful CIO Executive Council local hub so we thought: Let´s try it!

We contacted CEC President **Pamela Stenson** and her U.S. team to analyze the possibility of bringing it to Spain. We felt extremely welcomed, and they really encouraged us to go ahead. They made it very easy for IDG Spain to work with them.

Fernando Muñoz on our team is 100% involved with our council. Fernando had worked for IDG for almost 20 years at ComputerWorld in editorial and events and knows the Spanish CIO environment very well. He is doing a fantastic job. We are proud to announce that we already have six Spanish CIOs who have signed up for the CIO Executive Council Spanish hub. They are top-level CIOs from some of Spain's biggest companies. We are doing a very tailored approach: we visit each CIO personally and explain the CIO Executive Council project and all the properties and benefits associated with being a member of the Council. I am sure this number will increase very soon.

I really encourage other countries to get in contact with Pamela to spread the CIO Executive Council to their respective countries. I believe international members enrich the CIO Executive Council experience and make it even more powerful.

Q You recently launched a CSO brand. What has the reaction in the market been?

A The digital edition of CSO was launched in February. Through our event division we could clearly feel a bigger and bigger demand for security content. So after replicating our Madrid security event in Barcelona, we decided we could go a step further, and we launched the digital magazine edition. (See first issue here.) The reaction in the market has been very positive, with a very good feedback from professional security readers. From the advertising side we have been able to hit break-even almost since the beginning, but there is still big room for improvement.

Q IDG Spain has an active events portfolio. Can you tell us a bit about this business?

A Our B2B events team has four fully dedicated people reinforced with external staff when necessary. We mainly do multi-sponsor events as well as roundtables or tailored ones. The only type of event we can't do in Spain are events that include fees for the attendees. It's something that simply doesn´t work here, unfortunately.

During the last couple of years we started to strategically broadcast online some of our events

continued on page 8

IDG Enterprise doubles down on university-affiliated programs for IT executives

IDG Enterprise's CIO has been partnering with Boston University for 10 years on an MBA-like executive education program that teaches C-level and senior technology directors the business fundamentals that are increasingly important to their job success. The program positions CIO as a thought leader with an engaged group of its target audience as well as generates revenue. CIO saw its highest revenue share for the most recent session in April, which had 31 students from the U.S., U.K. and Switzerland.

JOE MOLA

The IDG Enterprise team behind the Boston University programs includes (l-r): Events Marketing Manager ***Kristin O'Connell****; CIO Events Editor-in-chief* ***Maryfran Johnson****; VP, Marketing and Content Strategy* ***Anne McCrory*** *and Graphic Designer* ***Caroline Mewing****.*

Part of this success is due to a revamp of the program. Originally called the CIO Pocket MBA, it was renamed the Mini MBA for Tech Executives to acknowledge its audience beyond CIOs, and its curriculum was adjusted to focus on basics. Organizers then created a second program with the other material.

"Early last spring during our content meeting with BU, their faculty lead had an idea to create a two-tiered program," said **Anne McCrory**, IDG Enterprise VP, Marketing and Content Strategy. "The CIO Pocket MBA experience had become less about MBA fundamentals, which is how we were marketing it, and more about how IT can drive business value. So we renamed that curriculum the Master Class for Tech Executives and created a truer small-scale MBA in the Mini MBA for Tech Executives." She said the groups arrived at that name because they thought the term 'pocket' was outdated and most of the people attending were mid-level IT managers rather than CIOs. "The intention was to offer both programs in the spring and fall, but we discovered the Mini MBA was more popular, so now we offer that twice a year in the spring and fall and the Master Class once a year." The first Master Class last year had 19 participants.

IDGE is paid an increasing percentage of revenue based on how many attendees it brings in. "We hit the highest share in April, thanks to the efforts of Events Marketing Manager **Kristin O'Connell**," McCrory said. "She has owned this program for over five years and puts a lot of effort into ensuring we get a good-sized group because it has a direct revenue impact." O'Connell is the chief liaison with the university, tracks registrations and is responsible for getting an audience for the program. Graphic Designer **Caroline Mewing** designs the materials, which are housed on the Boston University site. McCrory manages the content and business relationship with BU.

The courses costs US$4,995 or $4,495 for early registrants. CIO Executive Council (CEC) members receive a $1,000 discount. Each student receives a package of articles and cases to read before the program begins. These are put together by the Boston University faculty teaching the sessions. Attendees receive no academic credit for either program.

All courses are taught by BU Questrom School of Business professors using a combination of lectures, business-school case studies, articles and team projects. "We fill one session in the Master Class with a panel of CIOs," McCrory said. "**Maryfran Johnson**, editor-in-chief of CIO Events, did this in the fall. The CEC has also led that session in the past."

The IDGE marketing team reviews the topics on the curricula roughly once a year. "BU looks to us for our understanding of what CIOs are talking about and what they and their teams need from programs like these," she said.

CIO's logo is on the BU website, the program certificates for the Mini MBA and all marketing collateral. O'Connell attends the programs' opening receptions with another person from the IDGE marketing team. "We bring CIO-branded items for the attendees to take home, as well as our schedule of upcoming events. Attending lets us meet the attendees and share more about CIO events so we have personal connections when we invite them to other events," McCrory said."

For more information contact Anne McCrory. ■

Job Spotlight

On the job: Manager of Program Architecture

The past few years have seen huge changes in the media space. These changes have resulted in the creation of new jobs with unfamiliar-sounding titles and the retooling of old jobs to incorporate new skills and ways of doing business. IDG World Update's occasional Job Spotlight series is designed to provide insight into what our colleagues are up to.

Name James Lenza

Title Manager of program architecture, IDG Strategic Marketing Services (SMS)

What a manager of program architecture does If you think of SMS as a marketing agency within IDG that serves its clients, then my role is to collaborate with our sales team and internal and external resources to create custom integrated marketing programs for our clients that deliver results against predetermined client goals.

The services I provide and who my customers are Customers of SMS really are customers of IDG as a whole — technology vendors that are taking their products and services to market. Our product is, in its simplest sense, helping our customers tell their story.

Key skills required for my job I think of myself as a creative problem solver, the most important skill that a member of the program architecture team can have. For example, I've been working on a proposal for a client on very little information, other than they have halted all of their previous media campaigns, need an entirely new brand message and want to speak directly to C-level executives and VPs. My job is to propose a full-funnel integrated custom marketing platform, powered by IDG, and essentially use that strategy to guide the client on how they should take their own services to market under a new banner. It might sound a little backwards, but if we can hit the right notes with the client during these early discussions, there's an enormous potential for IDG to win a large strategic program and continue to support their marketing efforts in the future.

A typical day On any day I can be consulting with my teammates to develop new program ideas, working with the sales team to create a compelling pitch, searching for external vendors that can help us produce programs that employ new technologies and communication methods, collaborating on how best to manage existing programs and segue into renewal or meeting with clients to develop relationships.

Best part of my job Our team is uniquely situated within the organization, so we have direct lines of contact to just about every business unit and team within IDG. For me, there's always an opportunity to meet someone new within the company, learn about their role and think about how we can build new interdepartmental relationships that can create new revenue for IDG.

Most challenging part of my job It can be a challenge to manage a number of different tasks and requests at once. As the responsibilities of the role can vary quite a bit, sometimes it's difficult to dedicate your undivided attention to a single project. I suspect this is not unusual though, and, truth be told, it's a good problem to have!

Manager of Program Architecture ***James Lenza*** *joined IDG Strategic Marketing Services in 2012.*

An on-the-job issue I'm dealing with that I'd like to know how colleagues are handling Efficiencies. I am always curious to know how colleagues are streamlining their efforts, increasing collaboration and saving time. It might not seem like a huge deal to complete a task in two steps instead of four, but extrapolate that over a week, month or year and the benefits of saving time can really add up. Anyone with questions or suggestions on how we might collaborate across business units more efficiently can reach out to me directly.

A recent work accomplishment Our project team on the Business Value Exchange program recently won a significant renewal from our sponsor, Hewlett-Packard Enterprise. I was very pleased with this win because it was truly a team effort across many different business units and teammates at IDG. I am always happy when we work together to achieve a common goal that produces valuable results for our clients and drives revenue for the company.

What my colleagues would be surprised to learn about me I'm starting restoration work on a vintage motorcycle. Wish me luck! ■

IDG Direct's team leaders complete first management quality program

The IDG Direct team leaders who completed the QQI accreditation course, listed with the business units, areas of focus or regions they work with, along with several new hires who will take the course soon (front, l-r): ***Gary Fields*** *(new hire, U.S. Enterprise)* ***Conor O'Toole*** *(new hire, U.S. Sonar),* ***Samantha Costa*** *(Latin America),* ***Chitra Tanakoor*** *(recently promoted to assistant operations manager, International). (Back, l-r):* ***Yao Liu*** *(France, Benelux, Middle East),* ***Steven Dunne*** *(recently promoted to assistant operations manager, U.S.),* ***Conor Byrne*** *(U.S. Enterprise),* ***Emmet Fennessy*** *(Budget, Authority, Need and purchase Timeframe, U.S.),* ***Colette Kennelly*** *(volume, U.S.),* ***Kate Trela*** *(U.K.),* ***Craig Kenna*** *(U.S. Sonar),* ***Mohamed Braham*** *(Direct Intelligence Unit),* ***Aleksandra Juszczak*** *(Germany, Switzerland, Austria),* ***Verena Zimmermann*** *(new hire, Germany, Switzerland, Austria). Newly accredited team leaders not pictured:* ***Barbara Denton*** *(Sweden),* ***Yumie Nakahashi*** *(U.K.) and* ***Sandra Segin*** *(Quality Assurance U.S.).*

Team leaders at IDG Direct, the Dublin, Ireland-based business unit that handles much of IDG's telemarketing needs, recently received their certificates for completing a major quality assurance program.

Following a training needs analysis she conducted last year, IDG Direct Human Resources Manager **Michelle Rogers** selected a course that would give participants their QQI Management Qualification. "QQI is a Quality and Qualifications Ireland award, an internationally recognized qualification that is accepted and can be applied anywhere abroad," she said. "Since our team leaders come from so many different countries — Ireland, China, Brazil, France and Poland to name just a few — we felt that it was an important career and personal development qualification for them."

IDG Direct has two divisions – International, which covers Europe, APAC and Australia, and the U.S. – and has 21 team leaders split across these divisions.

(L-R): Team leaders ***Yonghee Kam*** *(Asia/Pacific) and* ***Audrey Koussou*** *(Australia).*

Their role encompasses leading, coaching, motivating and developing a team of telemarketing agents and to develop and maintain standards of excellence in delivery of campaigns. Rogers said an essential part of their role is to ensure key performance indicators are met and constantly improved and to assess individual and team objectives on an ongoing basis, developing procedures and processes to maximize team performance.

The course covered people management in regards to managing new starters and probationary periods, performance management and building effective relationships as well as legislation, regulation and policies (from an employment law perspective and equality and diversity). Team leaders had three days of onsite workshops with a trainer between October and December, and at the end each individual had to complete and pass a written assignment on their own time.

"Everyone passed with flying colors; we even had Merits and Distinctions awarded," Rogers added. The company held a presentation in May when IDG Direct CEO **John O'Malley** visited the office. New team leaders will likely take a similar course in the future.

Write to Michelle Rogers. ■

People of interest

IDG World Update runs occasional profiles of employees who are involved in ongoing volunteer projects, as well as those who have interesting or notable outside interests, hobbies or achievements. Recent profiles have included an organizer of a charity roadrace and a world-class outrigger canoe champion If you'd like to participate or would like to suggest a candidate, write to idgcentral@idg.com.

Send in your Photo of the Day

The Photo of the Day feature on IDG Central lets you share a quick look at what's happening at your business unit.

All employees are invited to send photos depicting a little slice of life at the office, at an event, a staff meeting, etc. Send the photo with a short description to idgcentral@idg.com.

noteworthypeople

New employees

Schilling

Brittany Schilling joins **IDG Enterprise** as an events planner. Previously a trade marketing manager and a tradeshow and event specialist, she holds a B.S. in marketing retail management from Simmons College in Boston. A certified yoga instructor, she also enjoys horseback riding and cooking. bschilling@idgenterprise.com

Salk

IDC Framingham has hired **Craig Salk** as a senior account executive for end-user sales in the New England territory. Previously an senior account executive at Ovum and Forrester Research, he holds a B.A. in psychology from Boston University. His interests include golf, volleyball and following the Boston Red Sox and the New England Patriots. csalk@idc.com

Wu

New at **IDC Taiwan** is Senior Account Manager **Sherry Wu**. Previously a business development manager with Advantech Co. where she managed healthcare IT system integrator accounts and developed go-to-market and partnership strategies, she holds a B.A. in international business from Taiwan's National University. swu@idc.com

Yu

IDC China has hired **Tony Yu** as an event manager responsible for event development and management and content creation. He has more than a decade of experience in event marketing and management, corporate branding, public relations and social media campaigns. He earned and MBA from the City University of Seattle and enjoys movies, travel and music. tyu@idc.com

Also new at **IDC China** is Senior Research Manager, Security **James Wang**. He has more than 16 years of experience in the network security industry, primarily in security service and products development, corporate network security and solution management. He graduate from Liaoning University of Technology with a B.S. in computer engineering; he also holds an MBA from Beijing University of Posts and Telecommunications. Away from his desk he enjoys badminton, pop music and running. jwang@idc.com

IDC Singapore welcomes Account Executive **Sunny Navin Upadhyay**. Coming from a varied IT background, he has experience in application development and software account management and business development in India and Asia/Pacific markets. He has a degree in IT engineering and enjoys travel, cricket, soccer and tennis. snupadhyay@idc.com

IDC Singapore's new research manager is **Kar Leong Tew**. Most recently a senior researcher with SAP Asia Pte. Ltd., he holds a degree in computer science from the U.K.'s University of Exeter and enjoys swimming, basketball, writing fiction and Legos. kltew@idc.com

New at **IDC Malaysia**'s Asia/Pacific Imaging, Printing and Document Solutions team is Market Analyst **Jonathan Leong**. A graduate of Upper Iowa University, Malaysia branch, he holds a B.S. in marketing and finance and enjoys going to the gym. jonathanleong@idc.com

Also new at **IDC Malaysia** is Finance Executive **Jian Yang Teh**. He has experience in auditing, taxation and accounting and holds a degree from Australia's Monash University; he is currently pursuing a CPA degree. In his free time he enjoys badminton and jogging. jyteh@idc.com

Framingham employees contribute books to restock charity's library

JOE MOLA

Some of the members of the Community Action Board who helped post signs and collect books from their section of the building include (l-r): IDG Enterprise Account Director, Events ***Kimberly Andrews****; CEC Director of Strategic Content* ***Tim Scannell****; IDG Enterprise Marketing Director* ***Lynn Holmlund****; U.S. Media Human Resources Generalist* ***Gina Galvagni****; U.S. Media Database Marketing Specialist* ***Deanna Moore****; IDG Tech Network Account Director* ***Kathy Rebello****; IDG Enterprise Senior Account Executive* ***Jason Fleckles****.*

Children involved in the Waltham (Mass.) Salvation Army families-in-need program now have a larger array of books to read, thanks to the contributions of IDG's Community Action Board (CAB). The CAB, established last year to provide opportunities for employees at 492 Old Connecticut Path in Framingham to give back to the community and strengthen relationships with colleagues, took on the project following its involvement in another volunteer effort.

Last December, the CIO Executive Council's Product Development Team helped the Salvation Army sort and organize toys for a holiday gift drive. While there the group learned that the organization had lost its entire library of children's books after a water pipe burst. For many children in the organization's after-school program, these were the only books they had access to as part of a structured program. The Waltham Salvation Army set out to rebuild a new library room in their renovated building and reached out to their community members to donate books.

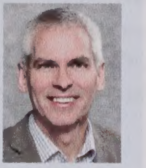
"For us, it was a no-brainer," said **Tim Scannell**, director of strategic content for the CIO Executive Council, who spearheaded the project. "We work for a global publishing company that is brimming with editors and writers with a passion for books and all things printed or digital. We have lots of people with attics and home libraries filled with books that are yearning for new readers. Literature, biography, adventure, poetry and science fiction books for kindergarten through 8th-grade readers were all fair game. After a month of collecting, the result was boxes and boxes of donated books — more than 500, far exceeding our goal of 100 — that will now enjoy a second life and be treasured by a young generation of readers."

Write to Tim Scannell. ■

IDC analysts on most-followed Twitter list

Eastwood

Del Prete


Gens

Three IDC analysts are among the top 10 technology industry analysts who have the most peer followers on Twitter, according to a new study by Apollo Target. The report examined the various groups — such as technology writers, technology news feeds and analyst relations executives — that influence a sample of 1,212 U.S. industry analysts.

Among SVP/Enterprise Infrastructure and Datacenter **Matthew Eastwood**'s Twitter followers, 8.5% are industry analysts, making him fifth on the Top 10 list. EVP, Worldwide Research Products and Chief Research Officer **Crawford Del Prete** is seventh (8.3%) and SVP/Chief Analyst **Frank Gens** is ninth (7.6%). Ray Wang, principal analyst at Constellation Research, is first at 14.3%.

"To put these ten into context, it's worth considering that there are 1,147 different industry analysts that are followed by two or more of the analysts in the sample," said Apollo Research Managing Director Richard Laven in a post on LinkedIn. "So to be in this list is a massive endorsement by their peers. What they say, whether it's on social media, in conventional media or in analyst reports, is read and respected by a very large number of their fellow professionals."

continued from page 3

One on one

with a very good acceptance, and this has helped to increase the total number of attendees. For many years we have also collaborated with IDC for different events with very good results.

Q Can you tell us what Tecné is and how it is going?

A With Tecné we have created an umbrella site for our B2C contents, in a similar way Tech Hive does in U.S. Under the Tecné umbrella we include PC World, Macworld, IDG Millennials and GameproTV contents. (See story here.) This is still a very small part of our portfolio and revenues, as IDG Spain is mainly B2B-oriented, but there are great examples of very satisfactory B2C brands across IDG worldwide, and we really would like to emulate those successes.

Q IDG Spain celebrates its 35th anniversary this year. What are you doing to celebrate?

A Thirty-five years as an IDG subsidiary is a great milestone for IDG Spain! We will officially celebrate it on Sept. 29 where we will have an anniversary party at the Madrid Ritz Hotel terrace. We will also give some special 35th anniversary awards that day. The awards are oriented to honor outstanding companies and people that have shinedduring the past 35 years. Finally, we will publish a special 35th anniversary ComputerWorld issue. We will also have an unofficial celebration for IDG Spain employees. I am very proud of being with IDG for the last 20 of those 35 years and to have developed a significant career starting as an intern and reaching the managing director position. Also, to have met and worked closely with Pat McGovern has been a great honor. ■

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

30
Ken Hoyt *IDC*

28
Andrew Sambrook *IDG List Services*

26
Julio Vial *IDC U.K.*
Bernd Meyer *IDG Germany*

21
Simon Jary *IDC U.K.*

19
Wolfgang Herrmann *IDG Germany*
Hans Ludwig *IDG Germany*

18
Bob Rawson *U.S. Media*
Phil Odgers *IDC*

17
Joanne Tilson *IDG Global Solutions*

16
Romana Stankova *IDC CEMA*
Sandra Machnik *IDG Germany*
Eri Meyer *IDC*

14
Manfred Bremmer *IDG Germany*
Rolf Röwekamp *IDG Germany*
Pia Küsters *IDG Germany*

12
Dona Burch *IDC Canada*
Pavel Roland *IDC CEMA*
Robert Fleming *IDC*

9
Jozef Gemela *IDC CEMA*
Christine Nestler *IDG Germany*
Donna Geary *IDG Global Solutions*

8
Martin Bartus *IDC CEMA*
Zorana Juric *IDC Serbia*
Jakub Svec *IDC*
Jerry van Ommeren *IDC Benelux*

7
Tomoaki Nakamura *IDC Japan*

6
Kate Davis *U.S. Media*
Renny Hakak *IDC Israel*
Peter Hulleman *IDC Austria*
Ayse Kaptanoglu *IDC Turkey*
Jan Sochna *IDC CEMA*
Matt Mikaelian *IDG Global Solutions*
Kathryn Magilligan *IDC*

5
Pavel Maneta *IDC CEMA*
Mark Yates *IDC CEMA*
Stefania Lorenz *IDC U.K.*

4
Joseph Hlongwane *IDC South Africa*
Dana Linhartova *IDC CEMA*
Adaora Okafor *IDC West Africa*
Massimiliano Claps *IDC Italy*
Yuta Torisu *IDC Japan*
Cristian Gomez *IDC Chile*

3
Martin Kuban *IDC CEMA*
Mike Connolly *IDC U.K.*
Anne Sophie Sipos *IDC France*

2
Dianne Anderson *U.S. Media*
Helena Horakova *IDC CEMA*
Alexey Kovalev *IDC Russia & CIS*
Daniel Tovar *IDC CEMA*
David Davis *IDC Benelux*
Sofie Markmann *IDC Nordic/Denmark*
Guillermo Riestra Marrero *IDC Spain*
Sandra Barrack-Anidi *IDG Corporate Services Group*

1
Roman Krpel *IDC CEMA*
Alex Marine *IDC U.K.*
Ivemarie Cintron *CIO Executive Council*
John Pagonis *CIO Executive Council*

Customize your IDG Central password

Do you want to change your auto-generated password for IDG Central, IDG's intranet, to something more easily remembered? Click here to connect to the Change Password form. If you don't recall your current password, click on the Forgot Password link.

unsunghero

Amy Bennett

Managing Editor, Special Projects

IDG Enterprise

***Joan Goodchild** and **Dan Muse**, editor-in-chiefs of CSO and CIO.com, respectively, named Managing Editor **Amy Bennett** their Unsung Hero. "Amy has a reputation as both a hard worker and as an innovator from her days with ITWorld and has already made an impact at CSO. Amy's responsible for bringing our Insider program to the next level. She has a way of approaching projects with a new and fresh perspective that is really remarkable."*

"Amy is the quintessential unsung hero," Muse added. "She goes about her job in a quiet way, but her skills, knowledge and instincts make a huge impact on our traffic, editorial quality, user engagement and Insider registrations."

Home Wayland, Mass.

IDG career path I started my IDG career at ITworld as web production manager. In 2001 I stepped into an editorial role as web content manager. I followed ITworld when it was spun out from IDG to become part of a company briefly known as Accela Communications. And when ITworld was acquired by Computerworld in 2008, I came back into the IDG fold. In December 2015 I took the role I'm in now.

Primary job responsibilities My job responsibilities differ between the two brands, but one of things that I do for both is help make sure we hit our Insider registration goals. For CIO, I work on the Wrapsheet ebook product and the monthly digital magazine. I also work with a small cadre of freelance writers. For CSO, I work on the Survival Guide product and maintain the recruiter directory and Movers & Shakers blog.

Three things I do in a day's work For CIO: editing, posting and promoting stories and managing the flow of Insider content. For CSO: scanning for stories suitable to submit to places like Slashdot or Fark and finding content either for Insider or for a Movers & Shakers post.

What I love most about my job I can still lose myself in editing. Sometimes a story is written in such a way that it's just begging to be torn apart and rearranged. That's fun for me.

*Managing Editor, Special Projects, CIO and CSO **Amy Bennett** joined IDG's ITworld in 2000.*

A hot-button issue that I'm dealing with on the job The hot button issue we're all dealing with is how rapidly the media business is changing. If it's not changes in the technologies we write about, it's changes in the technology we use, changes in the ways readers want to engage with us or changes in the expectations of our customers. Right now, all eyes are on video and concerns around ad-blockers, but vendors will still sponsor PDFs, and readers will download them in droves.

Interests outside the office Now that school is out, I've hung up my hat as Chief Homework Enforcer. I love to garden, but I really have no idea what I'm doing, so it's a new adventure every year.

What others can't tell just by looking at me So much about me is entirely obvious: brownie-baking mom, quick to sunburn, library patron. What you can't tell is that I'm a descendant of Hanson Gregory, the sea captain from Rockport, Maine, who invented the doughnut, or, more accurately, the hole in the doughnut.

Do you know a person whose quiet contributions help ensure the success of the whole group? Write to [IDG World Update.]

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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thanksto

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IDGWorldUpdate

EMPLOYEE NEWS AND INFORMATION

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IDG Germany wraps up fifth Leadership Excellence Program

Astrid Oldekop

The course for CIOs recently completed the second of its two annual modules. Participants traveled to China for a week of instruction, site visits and discussions related to doing business in the Chinese culture.

SEE MORE ON PAGE 4

Also inside

Commercial Content SDC meeting in Spain targets site monetization

One on one: IDC Asia/Pacific Group VP Sandra Ng on digital tranformation and tech buyers' needs

IDG TechNetwork scores with clients in "March Adness" promotion and survey.

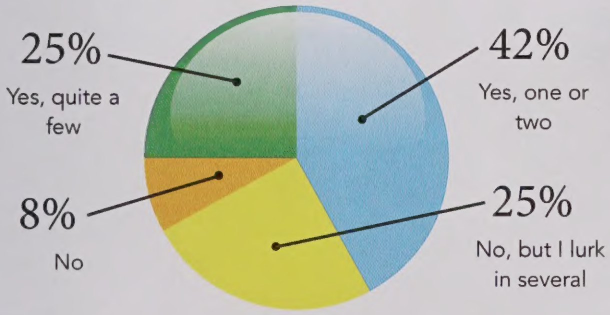
SEE MORE ON PAGE 5

Celebrating 10: U.S. Media Online Operations Manager Lisa Kerber celebrates a decade of service.

SEE MORE ON PAGE 8

Question of the week results

Do you belong to and/or contribute to any online communities?



Log on to www.idgcentral.com to vote on this week's question:

Are you a cat person or a dog person?

CLICK HERE

Model employees

Staff from IDG TechNetwork in New York show off their gifts — part of IDG's corporate branding program — courtesy of IDG Corporate Marketing. (L-R): Project Manager Christine Ayuso, Group Finance Director Dmitriy Perelstein, Designer Michael Toney, Programmatic Media Manager Olga Timoshenkova, Finance Analyst Jason Hong and Programmatic Coordinator Shyann Ramroop. More photos from offices around the world on pages 2 and 7.

Commercial Content SDC meeting targets site monetization

*From left to right: **Jesper Landén**, publishing director, IDG Sweden; **Matt Egan** editorial director, IDG U.K.; **Ole Evers**, director, new business and cooperations, IDG Germany; **Rocio Guille Sechi**, community manager, IDG Spain; **Alezeya Sanchez**, B2C director, IDG Spain; **Dominik Blaszczykiewicz**, integrated programs/audience targeting director, IDG Poland; **Simon Jary**, publishing director, IDG U.K.; **Miguel Palomero**, interactive sales, IDG Spain; and **Christian Loebering**, editor-in-chief, IDG Germany.*

Members of the Commercial Content and Third-Party Strategic Development Center (SDC) met last week in Madrid, Spain, for two days of intense discussion on the subject of site monetization. The primary focus of the meeting was to go through the basics of traffic growth and third-party monetization for the new publishing team responsible for IDG Spain's consumer titles PC-World, Macworld and Tecné. A country-by-country round up of latest third-party developments produced some great leads for all countries involved, and these will be shared in the next SDC newsletter.

For more information, contact Simon Jary. ■

Employees around the world show off their IDG spirit

To celebrate the new IDG branding program, which launched in March, employees at IDG media businesses around the world were given the opportunity to order jackets or bags bearing the new IDG logo and color badge. Last week, the gifts began arriving. More photos on page 7.

IDG U.K.

*Back row, l-r: **David Price**, editor; **Chris Martin**, senior staff writer; **Fay Harward**, executive assistant to the CEO, managing director; **Matt Egan**, editorial director, IDG U.K. Front row, l-r: **Ash Patel**, head of marketing; **Denise Dye**, receptionist; **Mimi Launder**, staff writer; and **Henry Burrell**, staff writer.*

CIO Executive Council

*L-R: Sales and Marketing Specialist **Meghan Kennelly**, Business Operations Manager **Kelly Wong** and Technology Operations and Salesforce Specialist **Mike Rodriguez**.*

OneonOne

Sandra Ng

IDC Asia/Pacific

IDC Asia/Pacific's group VP, ICT Practice, is this week's columnist. Reach her at sng@idc.com.

> "Digital transformation is a hard journey for many organizations, be they large or small, private or public entities. CIOs are in need of how-to content to help them start and/or better navigate in this demanding and rapidly changing marketplace."

Q What are your responsibilities?

A As head of IDC Asia/Pacific ICT Practice Team, I am responsible for evangelizing IDC's 3rd Platform advisory content in both IT supplier and tech buyer marketplaces. This role was created several years ago to accelerate IDC's branding and positioning in the emerging technology and market space. We started with the four pillars: cloud, mobility, big data analytics and social. Today, the Practice Team leads these areas along with digital transformation (DX), IoT, cognitive computing, next-generation security and telecom. Currently, I am responsible for driving market awareness and thought leadership in the four pillars and six Innovation Accelerators: DX, C-suite Barometer and L3D (Leading in Three Dimensions, which is IDC's leadership model for CIOs and IT executives) research areas. I am also the lead analyst for the Asia/Pacific CIO Summit and CxO Conference Series. The ability to bring together multiple domains and collaborate closely with other business functions in the region and worldwide is an integral part of my role as the ICT industry is converging and new digital capabilities are becoming more multi-faceted.

Q What are tech buyers — CIOs and line-of-business execs — most concerned about in Asia?

A Digital transformation is the biggest theme in the marketplace. DX is a customer-centric business strategy, and digitalization is about business process transformation and the creation of new monetization models. Digital disruptors have proven that the creation of new business models is competitively critical in this DX economy. IDC Asia/Pacific C-suite Barometer Research 2016 shows that CEOs' top business concern is the limited/lack of ability to create new business models to compete effectively and differently. CIOs and LoBs have highlighted the lack of leadership vision, corporate culture, investment commitment and change management as the leading barriers to drive DX.

DX is a hard journey for many brick-and-mortar businesses and government entities. It requires the CEO to take the driver's seat, and the entire senior leadership team to transform the five DX dimensions of leadership, omni-experience, information, operating model and worksource. Leadership DX is the set of disciplines that enables businesses to develop the vision for DX of products and services that are optimized to deliver value to partners, customers and employees. Omni-experience DX is a multi-dimensional ecosystem approach for businesses to continually amplify experience excellence for their products and/or services. Information DX is about treating data and information as they would any existing asset and investing in a range of technology and people to distill insight into monetary value. Operating model DX is the ability to make business operations more responsive and effective by leveraging digitally connected products/services, assets, people and trading partners. Worksource DX is about flexibly and reliably accessing, connecting and leveraging skilled human resources.

Q How have IDC DecisionScape products grown since their launch?

A Asia/Pacific went to market with the DecisionScape portfolio in 2014. Within a 12-month period, we generated more than US$1M in revenue, and the portfolio is one of our most successful offerings. This portfolio is important for our regional IT supplier clients as it provides insights into their customers. These insights can better shape their go-to-market strategy as well as provide relevant information for their sales teams. DecisionScapes are designed for the tech buyer community, so regionalizing advisory content and insights for Asia/Pacific clients gives IDC a stronger play in the marketplace.

Q How does your team assure quality research content delivery?

A Delivering new market insights, thought leadership content and tech buyer advisory are critical success factors. All the practice heads come with extensive industry experience, and they are involved in industry/IDC conference speaking engagements, strategic/high-value consulting and tech buyer inquiries/advisory workshops. They are also heavily involved in the development of creative go-to-market content assets. All practice heads have been trained on DecisionScape methodologies and writing styles. Content peer review and cross-team knowledge as well as best practice sharing are part of our work process. They also collaborate with our Asia/Pacific CIO Adjunct Advisors to leverage the latter's practitioner/IT executive experience.

Q You've said CIOs need to to "innovate, integrate and incorporate." Can you elaborate?

A As CEOs drive their organizations to become

continued on page 6

IDG Germany wraps up fifth LEP with week in China

Now in its fifth year, IDG Germany's Leadership Excellence Program (LEP) for CIOs recently completed the second of its two annual modules when the class of 21 senior IT leaders traveled to China at the end of May for a week of instruction, site visits and discussions related to the nuts and bolts of doing business in the Chinese culture.

One of the most profitable programs in IDG Germany's portfolio, the course focuses primarily on developing the general management skills of CIOs, who participate in two, one-week-long sessions. Tuition for both sessions is approximately 8,000 euros (US$8,980). Corporate sponsorship is provided by HP, which has been the sponsor of the program since its founding in 2012 and will continue to be through 2018.

Each fall a five-day class on management skills is held at WHU – Otto Beisheim School of Management in Vallendar or Cologne, Germany, IDG's partner in this project. For the international component of the program, the following spring attendees have five days of practical experience on intercultural issues in either India or China.

WHU is largely responsible for the content of the classes, and IDG Germany manages all other aspects of the program, from marketing it to choosing the participants, which it does in partnership with HP, explained **Isabelle Keck**, LEP project leader. Participants must have IT responsibility at a company with 2,000 or more employees, at least 10 years of professional experience and at least five in a leadership role. The class limit is 23 people.

***Isabelle Keck**, LEP project leader (l) and **Karen Funk**, IDG Germany editor, traveled with the group to China for the second half of the two-week program.*

The week got under way with a session on intercultural issues, presented by an intercultural training expert, who remained with the group throughout the week. The next day, the group visited a maker space in Shenzhen and DJI, the world's leading drone manufacturer. Other site visits included Haribo, a German confectionery, which has a sales and marketing operation in Shanghai, and Henkel, another German manufacturer of consumer and industrial brands, which opened the world's largest adhesives manufacturing plant in Shanghai in 2013. While at Henkel, the group focused on human resources issues unique to the Chinese market. The following day they visited medical equipment maker Lohmann Rauscher and ended the week with a discussion with representative from the Chamber of Congress.

On the first day of the program, participants heard from an intercultural training expert who discussed various aspects of doing business in China.

LEP participants visited several businesses in Shenzhen and Shanghai, including DJI, the world's leading drone manufacturer.

"Nearly all of our participants are CIOs who want to improve their knowledge about general management skills as well as intercultural management skills," explained Keck, who was accompanied on the trip by IDG Germany Editor **Karen Funk**, who covered the program for CIO magazine. "China is rapidly becoming a center of innovation with numerous start-ups in Shenzhen. Visiting China provides more than just an introduction to the Chinese culture; we also focus on the needs and desires of Chinese workers. How can European companies attract the best possible employees? What do they want? How do they live? What are the hurdles for European companies wanting to do business in China? What are the opportunities and risks?"

Feedback on this year's program was excellent, with participants giving it an overall rating of 4.8 out 5, said Keck.

Underscoring the value of being on the ground in China, Keck said, "Before visiting China I thought I knew a lot about the country, because I have read articles and watched TV. Now I know that you have to see the people, how they live and how they work on site, before you can get a real understanding of how business in China works."

For more information, contact Isabelle Keck. ■

IDG TechNetwork scores with clients in "March Adness" promotion, survey

To coincide with March's NCAA college basketball tournament — known as March Madness — IDG TechNetwork runs a "March Adness" promotion as a way to engage clients and keep TechNetwork top of mind with them. This year clients from more than 100 companies took part.

"We've always engaged with our clients in one form or another around the NCAA tournament, but 2013 is when we really formalized March Adness," said IDG TechNetwork Marketing Specialist **Ameera McNeal**. "We want to capitalize on the excitement around the tournament as a conversational means to promote our brand and leverage that to gain insights, through a survey, on how we are performing as a partner."

Before the tournament begins TechNetwork creates a custom website and bracket for clients to enter for a chance to win prizes. McNeal said the bracket is the same one issued by the NCAA and is the grid of all the college teams in the tournament and the path they have to follow to the Final Four and the championship game.

Leading up to the tournament, TechNetwork sends clients an invitation and promotional items to raise awareness of the contest (among the promotional items were customized mini basketballs and hoops, color-changing tumbler cups and bottle openers; all came with a printed invitation that included instructions on how to sign up for the challenge).

Each TechNetwork sales rep is asked to send a March Adness invitation to all of his or her clients. "They are charged with getting as many of their clients to participate as possible," McNeal said. This year the first-place prize was three gift cards the winner could spent toward a trip, including a US$600 American Airlines gift card, a $500 Marriot gift card and $200 American Express gift card; second-place was an Echo, Amazon's smart voice-enabled wireless speaker; and third-place winner received a $100 Amazon gift card. The winners were the top three clients who had the best standings based on the brackets they filled out. Points were awarded for each win predicted, and the clients with the most accurate predictions were awarded the most points.

Following the promotion, TechNetwork asks all participants to take an 11-question survey that takes about two minutes to complete and rates IDG TechNetwork's customer service and overall quality compared to other vendors. "Our marketing team comes up with the questions, and we try to change it up a little from year to year but we will keep a few of the same questions so that we can measure our YoY growth," McNeal said.

*(L-R): IDG TechNetwork Marketing Director **Sheila Cravetz**; VP, Sales and Marketing **Scott Harris**; Marketing Director **Erik Swanson** and Marketing Specialist **Ameera McNeal**.*

TechNetwork received "a great response" in this year's survey, McNeal said, including the following:

- 100% would recommend TechNetwork to others.
- 94% are satisfied with the customer service from their TechNetwork sales rep.
- 93% are satisfied with TechNetwork's customer service, an 8% growth YOY.
- 93% agree that their sales rep is attentive and provides quality solutions.
- 86% are likely to partner with TechNetwork again.

The feedback underscored IDG TN's reputation for positive interactions with clients, which earned them a Stevie Award for Customer Service earlier this year.

McNeal said March Adness is produced by TechNetwork's entire sales and marketing teams. The marketing team, which is made up of VP, Sales and Marketing **Scott Harris**, Marketing Director **Sheila Cravetz**, Marketing Director **Erik Swanson** and McNeal, determines what the prizes and promotional items will be and works with the TechNetwork sales reps to send or hand deliver the promotional items.

Swanson designs all the collateral — printed invitations, newsletters, the ad banners for the custom website, the custom March Adness logo, etc. — while McNeal manages the promotion's back end, sending out the invitations for the sales team to forward to their clients, keeping the team updated on who registered during the initial registration period, setting up the website and the survey, collecting the responses and summarizing the program once it's completed.

For more information contact Ameera McNeal. ■

noteworthypeople

Promotions

JOE MOLA

Clark

Kristina Clark has been promoted from operations manager with **IDG Digital Media Group**'s Digital Account Services (DAS) team to associate project and operations manager. "Kristina joined IDG in January 2011 and has held many positions within the DAS/operations group, supporting sales," said DAS VP **Danielle Thorne**. "Initially she was in the report specialist role and then moved onto campaign management. In the summer of 2014, she became the first operations coordinator in the department and was able to leverage skills from her previous roles and expand her skillset. In the original operations role, Kristina worked closely with the leadership team, expanded her knowledge of Salesforce and continued to be an integral part of the day-to-day operations. This promotion speaks volumes about what she has accomplished and what IDG will continue to expect from her. Kristina's positive attitude is also one of her strongest attributes, besides her amazing meeting note-taking." kclark@idgcommunications.com

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

36
Matt Smith *U.S. Media*

33
Derek Hulitzky *U.S. Media*

32
Mitch Betts *U.S. Media*

28
Deb Vozikis *U.S. Media*

20
Steve Traynor *U.S. Media*

18
Lance Castonguay *IDG Corporate Services Group*

17
Chris Lin *U.S. Media*

16
Jen LeMay *U.S. Media*
Mark Savery *U.S. Media*
Christopher Chute *IDC*

10
Abigail Swabey *IDG Australia*

9
Rich Hartan *U.S. Media*
Carolyn Rauch *U.S. Media*

8
Emily Hart *U.S. Media*

7
Trever Cumming *U.S. Media*

6
Tomas Watz *IDG Sweden*
Lise Fracalossi *U.S. Media*
Joan Joly *U.S. Media*
Cate Bacon *IDG Australia*
Jennifer O'Brien *IDG Australia*

5
Cindy Gao *IDC China*
Allyson Hughes *IDC*

4
Ujwal Trivedi *U.S. Media*

3
Melanie Disse *IDC New Zealand*
Lisashree Mishra *IDC Center for Consultancy & Research/India*
Dean Cournoyer *U.S. Media*
Susie Ochs *U.S. Media*

2
Jenn Appleton *U.S. Media*
Mark Erian *U.S. Media*
Dina Roman *U.S. Media*
Steve Vaughn *IDG Corporate Sales*
Tracey Rauhala *IDG Human Resources*
Yilu Yao *IDC*

1
Ridah El Awad *IDC Middle East, Africa & Turkey*
Petar Nanchev *IDC Bulgaria*
Martin Smutny *IDC CEMA*
Jonathan Namuncura *IDC Chile*
Kelley Au *U.S. Media*
Cheryl Barrett *U.S. Media*
Latisha Lindo *U.S. Media*
Adam Murray *U.S. Media*
Imogen Stuart *IDG Australia*

continued from page 3

One on one

the leading digital enterprise of the marketplace they compete/operate in, we see rising complex changes taking place. One is the role and leadership model of the CIOs. The rise of the chief digital officer role is creating tension for the CIOs. Currently, there are two schools of thought. CEOs who look externally and CEOs who nominate internally to fill this role/function. (CDO is not yet a common job title in Asia, though it is rapidly becoming popular in Australia/New Zealand. Nevertheless, CEOs are seeing the need to appoint a DX lead executive to drive their digital agendas.) For the latter, our research shows that CMO (marketing), COO (operations) and CIO (IT) are the top three favorite candidates. Today, CIOs are the weakest candidate primarily because for the last 40-plus years (since the beginning of IT industry and the EDP department), their leading KPI is cost management/optimization. Few CIOs have KPIs tied to business innovations and revenue generation. The IT department is typically a cost center. As a result, IDC via its IT Executive Program team developed its first IT leadership framework, L3D, in mid-2015. The three dimensions are Innovate, Integrate and Incorporate. CIOs must master these dimensions in order to have a digitally competent IT department that can enable business innovations, scale DX enterprise-wide through the Integration of new capabilities and legacy systems and incorporate time-honored best practices as well as a flexible/adaptive IT infrastructure into the overall fabric of the organization. This framework challenges the current bi-modal IT model, which is based on a two-speed architecture of fast/agile and slow/legacy IT. The two-speed model limits the CIO and his/her organization to scale siloed innovative initiatives to cross-function/enterprise-wide, an important element to compete well in a fast-changing/scale-based economy.

Q What were a few themes that emerged from the recent CIO Summit in Auckland?

A DX is a hard journey for many organizations, be they large or small, private or public entities. CIOs are in need of how-to content to help them start and/or better navigate in this demanding and rapidly changing marketplace.

Leadership and cultural impediments are key reasons why organizations struggle with DX.

Diversity was an important theme. The audience appreciated female speakers, panelists and delegates given that the IT industry is traditionally male-dominated. However, in some of the emerging Asian markets, clients still ask for "gray hair, gray cell" Caucasian male speakers. Coming from Asia, this observation is an important learning for me. First, I am glad to see the efforts made to have a larger female representation in one of the region's most successful and well-received CIO events. Second, it showcases the changing market landscape and the need for emerging Asian markets and customers to evolve in their thinking and approach. As the world is getting "flatter" and with a limited talent pool, an open and diverse approach to innovation ideation and capability sourcing is competitively critical. ■

continued from page 2

Gifts

IDG Australia

CHRIS PLAYER

*Several members of the Australia Reseller News team with their gear (l-r): Account Director **Eduardo Silva**, Marketing and Events Coordinator **Maria Stafina**, Account Director for Australian Reseller News and associate publisher for New Zealand Reseller News **Cherry Yumul**, Deputy Editor **Hafizah Osman**, and Journalist **Holly Morgan**.*

IDG Australia

CHRIS PLAYER

*CIO Executive Council staff (l-r): Program Manager **Gabby Doherty**, Relationship Manager **Kierra DiFloriano** and Program Manager **Mervyn Silverman**.*

IDG Sweden

INSIGHTS INTENT & ENGAGEMENT
IDG
INSIGHTS INTENT & ENGAGEMENT
IDG
WE'RE SMART. CURIOUS. INNOVATIVE. DRIVEN.
IDG

*Marketing Manager **Viktor Sandberg**, Web Developer **Felix Drougge**, Product Manager **Magnus Müller**, Java Developer **Emma Karlsson** and Executive Coordinator **Rebecca Klüger**.*

IDG Germany

IDG in San Francisco

IDG WORLD UPDATE

*(L-R): **Courtney Hunt**, digital sales manager, IDG TechNetwork; **Tammy Gargus**, program manager, IDG Strategic Marketing Services; **Vid Tubtimcharoon**, marketing analyst, IDG SMS; **Matt Mikaelian**, program manager, IDG Global Solutions; and **James Niccolai**, news editor, IDG News Service.*

IDG Global Solutions

IDG GLOBAL SOLUTIONS
Wall of Fame

*L-R: **Juliet Truscott**, manager, program coordination; **Louise Pearson**, senior program coordinator; **Matthew Ramsay**, program coordinator; **Anthony Yianoullou**, program coordinator; and **Glenn Coombe**, program coordinator.*

celebrating10

Lisa Kerber

Online Operations Coordinator

Digital Media Group

Home
Upton, Mass.

Joined IDG
I originally joined the company in January 1996 as an editorial administrative assistant at CIO.

Career path
I started at CIO in the editorial department and was promoted to editorial operations manager. Left in June 2000 to raise my family. I returned to IDG Enterprise in May 2010, this time as online operations coordinator in the Digital Media Group.

Current title, what your job involves
As a project manager, I work with developers, UX designers, product management, quality assurance and, of course, stakeholders (editorial/sales/vendors) to help drive projects to completion.

Best part of your job
The people that I work with, hands down. The DMG is a fun group of very bright people with an amazing sense of pride in what they do. We have a lot of laughs while still getting the job done.

Career highlight
I was part of the DMG team working on Project Scale. I was project manager for the Network World, Computerworld and ITworld brands. It was a very exciting time to be part of this group as we developed a whole new content management system and revamped all of the IDG Enterprise brands. It was a lot of hard work, but I gained a lot of project management experience and quickly.

What's kept you at IDG for 10 years?
I am an unusual case — it has taken me 20 years to get to the 10-year mark. There are many "boomerangers" — I think it's because IDG puts out quality products and hires quality people. It's a great place to work, and I am very thankful for all my experiences here.

Interests outside the office
Cooking, reading, binge watching TV that I don't have time for during the week.

Family
I've been married to Steve for 23 years, and we have two daughters: Emily, 21, and Lily, 12.

What talent do you wish you had?
I would love to be able to play the piano.

Dream destination
A grand European tour.

JOE MOLA

***Lisa Kerber**, an IDG "boomeranger," began her career with the company 20 years ago, left to raise her family and returned in 2010.*

First job
My parents managed a corner store in the north of England where I grew up. They paid me to work in the store (manning the register, the deli, stocking the shelves, etc.) The hardest part was being a teenager and having to get up at 4:30 a.m. every Sunday to stuff newspapers with the magazine inserts. My parents and I would sing along to the radio to make a tedious chore more enjoyable.

What it taught you
A healthy work ethic and to always try to look on the bright side. I was getting paid after all!

Favorite gadgets
My Roku clicker and my wine opener (not necessarily in that order).

Manager's profile
"Lisa is a key member of the DMG. As project manager, she manages any type of project related to our websites from beginning to end. She was integral to the Project Scale rollouts for Computerworld, Network World and ITworld in 2014 and most recently led the team involved with enhancing our Insider program on our Enterprise sites. It's a pleasure to work with Lisa every day. Her attention to detail, strong communication skills and conscientiousness are equally matched by her positive attitude and sense of humor."

— Johanna Himes, director of digital operations, Digital Media Group

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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thanksto

The editors of IDG World Update would like to thank the following people who assisted with this issue:

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Ameera McNeal *IDG TechNetwork*
Sandra Ng *IDC*
Theresa Rago *IDC Singapore*
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IDG World Update

EMPLOYEE NEWS AND INFORMATION
13 JUNE 2016 | VOLUME 46, NUMBER 25 | WWW.IDGCENTRAL.COM

ONE ON ONE - *page 3* | NEWS - *page 2,4* | ANNIVERSARIES - *page 6* | CELEBRATING 10 - *page 8*

IDG Enterprise's Insider program is in midst of accelerated growth

The program, which helps the company meet client demands for more data and information about readers, continues to grow, thanks to a talented team, a new sign-in interface and high-quality content.

SEE MORE ON PAGE 4

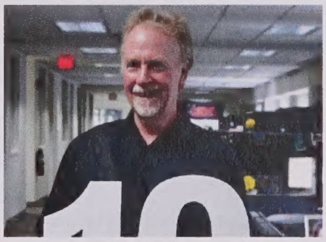
Also inside

IDG Sweden launches IDG Expert Network

One on one: IDG SMS's Jim McGinty, senior director, Content Marketing Practice

On the job: Behind the scenes with IDG Germany VP/Data Strategy Edmund Heider.

SEE MORE ON PAGE 5

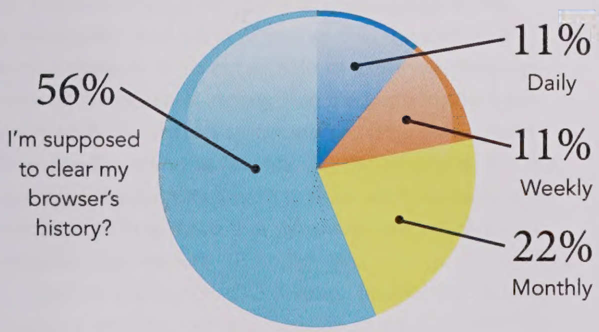


Celebrating 10: IDG Strategic Marketing Services' Jim Malone marks a decade of service.

SEE MORE ON PAGE 8

Question of the week results

How often do you clear your browser's history?



Log on to www.idgcentral.com to vote on this week's question:

Do you belong and contribute to any online communities?

CLICK HERE

IDG
Tech & Marketing News from IDG

IDG Corporate Marketing's newsletter aggregates top stories from tech and marketing news sites, including IDG sources. Topics include media, marketing, mobile, social video, the tech industry and press mentions about IDG and IDC. To get on the mailing list, sign up here. Recent selections include:

How leading brands are winning the 'direct-to-customer' conversation (Forbes)

Smartphone growth to hit single digits this year (USA Today)

Snapchat is overhauling its design to be a better publishing platform (Quartz)

Thinking of programmatic? What you should know (Marketing Interactive)

Swedish IT professionals share their insights on the IDG Expert Network

The IDG Expert Network, an editorial initiative that IDG Sweden launched in April to give visitors to IDG Sweden's enterprise sites more insight into what is happening in the tech industry and to help them make better IT investments, is boosting traffic to the sites and bringing benefits to readers as well as the contributors.

The network is modeled after similar expert networks in the U.S. (the IDG Contributor Network) and Germany (IDG Experten Netzwerk). IDG Sweden Chief Content Officer **Per Danielson** initiated the project shortly after meeting with peers from those countries at a recent IDG International Managers Meeting.

Brandon

"We have been clear that the purpose of the network is to find experts who are passionate about providing IT decision makers at all levels with the ideas and knowledge required for better IT investments, not to market their own organizations or their products and services," said Editorial Project Manager **Mats Brandon**, who oversees the Expert Network in addition to his editorial content responsibilities for Computer Sweden and TechWorld events.

To assemble the initial group of contributors, the editorial team invited a group of IT professionals whom they were familiar with and who were willing to come on board. Anyone is welcome to apply online to be a contributor, and the staff verifies that the person is knowledgeable in his or her field of expertise. Brandon edits all the columns, noting that the contributors have been a mix of very skilled writers and others who need more feedback and assistance. "In the long term it is the quality of the insights that they share and the number of readers that they reach that will determine which writers remain in the network," Brandon said.

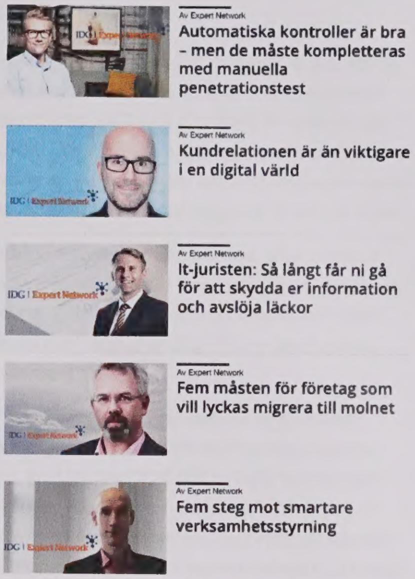
Before the launch, IDG Sweden invited the 20 or so inaugural contributors to a meeting at the IDG office for an orientation workshop, which proved to be so useful for participants that similar meetings will be held in the future. "Some of the experts have already begun to cooperate with each other in their business dealings after having gotten to know each other via the IDG Expert Network," Brandon said.

Contributors don't get paid, but they receive a discount on IDG Sweden events.

Participants are asked to submit at least four articles a year. Most of the articles so far have focused on IT security and digital transformation, but there have also been contributions about IT law and cloud services. The network is up to 37 contributors — exceeding IDG Sweden's initial goal — whose titles include CEO, CTO, IT manager, senior advisor, consultant and lawyer. Eventually, Brandon hopes to sign experts who will be conversant in all the topics that IDG Sweden covers.

The 15 articles published to date have averaged about 4,000 page views each, with the most-read article topping 7,600 page views. And the most shared article on LinkedIn have been shared 522 times.

Write to Mats Brandon. ■


Av Expert Network
Automatiska kontroller är bra – men de måste kompletteras med manuella penetrationstest

Av Expert Network
Kundrelationen är än viktigare i en digital värld

Av Expert Network
It-juristen: Så långt får ni gå för att skydda er information och avslöja läckor

Av Expert Network
Fem måsten för företag som vill lyckas migrera till molnet

Av Expert Network
Fem steg mot smartare verksamhetsstyrning

IDG Sweden has surpassed its initial goal by signing up 37 contributors so far to its IDG Expert Network,

Talk IDG with Mike and Laurie

IDG CEO Michael Friedenberg discusses the strategic exercise and what is driving interest in the company, the company's global financial performance year-to-date, and the issue of talent as the company explores strategic options. Editorial, events and the new IDG Sales University top the list of shout outs. Click here to watch the video.

OneonOne

Jim McGinty

IDG Strategic Marketing Services

We bel
techno
exists t
the worl
a better

The senior director of IDG SMS's Content Marketing Practice is this week's columnist. Reach him at jim_mcginty@idg.com.

> "The Content Marketing Practice is a specialist content creation agency using IDG's editorial expertise and content production infrastructure to create marketing content for our clients. It can unlock new revenue, deeper relationships and a place at the heart of our clients' marketing infrastructures."

Q We hear a lot about the term "content marketing." Can you describe what this is?

A Content marketing is the use of content by brands to form a relationship with buyers. It is about delivering useful information at every stage of the buyer journey, positioning the brand as a trusted information source, demonstrating expertise and understanding of the customer's concerns and interests and, ultimately, driving a commercial action.

Q What are the trends, challenges and opportunities of content marketing within the technology market place?

A We live in exciting and turbulent times. The challenge and opportunity lie in the way that business relationships are being rewritten by technology. Marketing is in the eye of this storm. New audiences are emerging, and there are new ways to reach them. This brings us to the concept of "brand as publisher." Content marketing is a huge area of growth that IDG is not fully exploiting at this point. According to the Content Marketing Institute, 95% of U.S. technology marketers use content marketing. It accounts for 29% of marketing budgets and in the next 12 months, 51% will increase their spend.

There are a few factors driving this:

- Search has had a seismic effect on the buyer journey. Customers download content for research long before reaching out to vendors, and informational needs shift during that process. It is imperative for brands' content to answer customers' questions, or they may never meet that customer.

- The pervasiveness of technology into business means a greater emphasis on the line-of-business decision maker. A "one size fits all" message won't cut it — brands need to tailor their content for different types of influencers with different levels of expertise and different needs.

- Readers view content on a range of devices and screens. This is a content production challenge. But marketers also need to understand why readers are using different devices for different types of content and reflect that in what they produce.

- Social media means that new platforms have emerged, and content is being widely shared. Many technology brands are having great success with content marketing. However, many are struggling to produce content of the required quality at the required scale. There are huge challenges around engagement, volume, consistency, frequency and measurement. That's an IDG-shaped gap!

Q IDG Strategic Marketing Services recently launched the Content Marketing Practice. Can you briefly describe what this is?

A This new practice is a specialist content creation agency using IDG's editorial expertise and content production infrastructure to create marketing content for our clients.

This is about client-branded content. It is content that they publish directly to their own properties and directly to audience channels like search, social, CRM. We work on anything from a single asset to long-term partnerships, and our resources mean we can answer those challenges of quality at scale.

In addition to content creation we offer content strategy, design, research and repurposing of existing assets. This is a "content as a service" model where we can help clients on many levels using IDG's content muscle.

IDG's success is based on our ability to create content that resonates with technology decision makers, and we use that skill to help brands with their efforts. We offer an unrivalled combination of content strategy expertise, technology specialism, a gigantic network of expert contacts, a global production infrastructure and data insight.

Q How does that differentiate from IDG's Custom Content business?

A IDG has a thriving custom content business. There are huge benefits for customers in aligning with our brands and our carefully nurtured audiences on our platforms. However, we launched the Content Marketing Practice in response to a huge upturn in requests to help clients with their owned content. The big differentiators are that the Content Marketing Practice focuses on client-branded content, not IDG-branded content. And clients who use us for content creation are not tied to a media buy. This is content that they can use anywhere.

This isn't about replacing or cannibalizing custom content revenue; this about aggressively targeting a growing market that doesn't compromise our core and traditional media and lead business. The Content Marketing Practice can unlock new revenue, deeper relationships and a place at the heart of our clients' marketing infrastructures.

Q What are three tips you would give IDG salespeople on how to open up discussions around IDG's solutions in this space, and what would be the next steps?

continued on page 6

Valuable content, streamlined interface behind seven quarters of growth for Insider

CHRISTOPHER HEBERT

Insider team members (l-r): IDG Enterprise Editors ***Johanna Ambrosia, Amy Bennett*** *and* ***Keith Shaw****;* ***Mark Lewis****, VP, IDG Insider, and* ***Dan Muse****, editor-in-chief, CIO.com. Not pictured:* ***Mitch Betts****, executive editor;* ***Tim Johnson****, director of customer databases;* ***Joan Goodchild****, editor-in-chief, CSOonline.com;* ***Eric Knorr****, editor-in-chief, InfoWorld;* ***Sue Yanovitch****, VP marketing, IDG Enterprise; and* ***Neal Weinberg****, executive features editor, Network World.*

Launched in October 2010, IDG Enterprise's Insider program has been helping the company meet client demands for more data and information about readers by offering those readers access to exclusive high-value content in exchange for information about who they are, where they work and what their roles are. The program is currently riding a wave of accelerated growth that has seen registrations increase for seven straight quarters. Today there are more than 520,000 registered Insiders across IDGE's five sites, 200,000 of whom were added in the past 18 months. In March of this year, a record 27,000 new individuals signed on, according to **Mark Lewis**, VP, IDG Insider.

What's driving this growth? According to Lewis there are three components:

- The team of IDG editors and analytics experts involved in the program.
- A newly architected sign-in interface.
- The addition of high-quality third-party content.

"We have a great team of editors and analytics people attacking the program," Lewis said. "We couldn't do anything without the support of the Enterprise site teams. The content these teams create is sensational — and that's where it all starts."

> "We have a great team of editors and analytics people attacking the program. We couldn't do anything without the support of the enterprise site teams. The content these teams create is sensational — and that's where it all starts."
>
> *Mark Lewis*

Each site team — CIO, CSO, Network World, Computerworld and InfoWorld — has an Insider lead representative who is a champion for the program. "These individuals work on Insider content, fight for site/email/social promotional placement and look out for the premium content pieces," Lewis said.

At the start of FY 2016 Executive Editor **Mitch Betts** — a 32-year IDG veteran — joined the Insider team with a mandate to strategize and grow the program. "Mitch has been integral in streamlining editorial processes, managing third-party content (a full time job) and adding features to the program," Lewis said.

Supporting the program from the analytics end are **Sharon Machlis**, executive editor, online and data analytics, Computerworld; **Monique Caron**, principal software engineer, U.S. Media; **Timothy Johnson**, director of customer databases; and **Deanna Moore**, database marketing specialist. "Sharon has created and refined an R app that allows editors to get back near-real-time reports on registrations, Lewis explained. "This app has made a huge difference in being able to know what works and what doesn't. Sharon also added a feature to the app that allows editors to find the content that does the best with our target audience." Caron, Johnson and Moore provide daily reporting on net new names and also detailed monthly reports on demographics, registrations by story and much more. "The window into how our content is doing and who it's resonating with has really made us grow," Lewis noted.

At the end of January Insider rolled out a streamlined registration process on desktop and mobile devices. Developed by IDG's Digital Media Group (DMG), the new interface features an enhanced flow for readers to register and despite the addition of several questions on the new registration form, "we've only seen massive increases from Jan. 22 — the launch date — on. The modal DMG designed is slick and catches the eye."

continued on page 7

Job Spotlight

On the job: VP, Data Strategy

The past few years have seen huge changes in the media space. These changes have resulted in the creation of new jobs with unfamiliar-sounding titles and the retooling of old jobs to incorporate new skills and ways of doing business. IDG World Update's occasional Job Spotlight series is designed to provide insight into what our colleagues are up to.

Name Edmund Heider

Title Vice president, Data Strategy, IDG Germany

What a VP, Data Strategy does

My main task is to capture existing data, analyze it and find any possibly existing potential uses for it for our readers and customers. Our first-party data — content relevant keywords, business data and dynamic interest data — is the basis for our audience products. Content relevant keywords allow us to directly target a user in the moment that user is reading an article. In addition to this target group definition, we have developed an extended quality feature on dynamic interests. By measuring a reader's behavior — length of time spent on an article, scrolling behavior and how much of an article was read — an intelligent algorithm evaluates that behavior. The amount of scores then determines low, medium or high level of interest in a particular topic and which related content and ads we feed to the user.

The services I provide and who my customers are

Equally internal and external. I work with our sales teams to meet the target demands of our customers. In addition to our first-party data, we have access to third-party data, such as Dun & Bradstreet B2B data or sociodemographic data, such as gender and age group. The intelligent combination of first-party data (high interest in articles about, say, the latest Samsung S7) with third-party data (Samsung 7 purchase interest or purchase intent) gives us as the ability to offer a very specific audience to our clients. Depending on the audience definition of a campaign, we can run into the limits of our IDG and IDG TechNetwork reach. This opens up a new business model called "Audience Extension" in which we retarget users using our first-party data to provide them with relevant third-party data, addressing audiences with a higher-scaling potential — or higher reach — to our clients, which means higher revenues for us.

Key skills required for my job

A deep understanding of the interaction between technical systems, such as ad servers, supply-side platforms, demand-side platforms and data management platforms.

A typical day

Currently, I spend most of my time analyzing data and having discussions with many colleagues, from web development to database management. Since my team is still very small, working on audience definitions and reach forecasts in cooperation with the sales teams is my daily business.

Best part of my job

Being able to collaborate with a really great mix of people across IDG and facing a new challenge every day.

Most challenging part of my job

The speed of innovation in the Web is getting faster and faster. Programmatic advertising and big data were not on the agenda five years ago. To follow these developments and stay up to date is really challenging.

Vice President, Data Strategy **Edmund Heider** joined IDG Germany in 2007.

How I got involved in this career

I've been working in the online industry since 1999 and here at IDG Germany for nearly nine years. From 2007 to the end of 2015 I was director of ad management at IDG Germany. By that time I had already begun to deal with the topic of data. Ad operations were centralized in London in late 2015, and I was closely involved with that transition. Since March 2016 my main focus has been data strategy.

A recent work accomplishment

When I started in extensive data analysis, it turned out that my conventional tool, Excel, was no longer suitable for 4.5 million records. So I was forced to use a 'real' database and to develop my first SQL statements.

What my colleagues would be surprised to learn about me

From 1985 to1990, I was a motorcycle race driver in the German Twin Trophy championship. ■

noteworthypeople

Promotions

JOE MOLA

Fleckles

IDG Enterprise Account Executive **Jason Fleckles** has been promoted to senior account executive. "Jason has helped uncover and close a ton of new business and grow some new accounts that were brought in this past year," said IDG Enterprise, SVP, East Coast Sales **Sean Weglage**. "He talks about the whole portfolio and works very well with all our teams. He has done amazing work with Events and uses those for new prospects and great meetings around our regional events." jfleckles@idgenterprise.com

New employees

Russ Burman joins **IDC Framingham** as a senior account executive, coming from a sales position with Stratus Technologies. The first person in his family to go to college, he holds a B.A. in psychology from the University of Massachusetts/Amherst. Away from the office he enjoys exercise, music and DJing. rburman@idc.com

Lagunas

Also new at **IDC Framingham** is Research Manager, Emerging Trends & Technologies in Talent Acquisition & Staffing Services **Kyle Lagunas**. Previously the founder and principal analyst at Lighthouse Research and Advisory, he earned a B.A. in creative writing at Boston's Emerson College. He is an avid fiction reader and aspiring cook. klagunas@idc.com

Fernandez

IDG Strategic Marketing Services has hired **Ryan Fernandez** as a digital marketing analyst. Previously an analytics manager with Connelly Partners, he holds a B.A. in digital marketing from Western Connecticut State University. In his free time he enjoys hiking, craft beer and the New York Yankees. rfernandez@idgcommunications.com

Naffah

Previously director of digital strategy with Boston Interactive, **Matthew Naffah** joins **IDG Global Solutions** as a senior director of program architecture. A graduate of Franklin Pierce University in Rindge, N.H., with a B.S. in advertising, he spends much of his free time with his two young children "trying to master the art of Lego building." mnaffah@idgcommunications.com

Send information for the Noteworthy section to world_update@idg.com.

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

38
Debra Sobin *IDG Corporate Services Group*

36
Robin Robison *IDG Corporate Services Group*

21
Tony Olvet *IDC Canada*

20
Kath Marston *CIO Executive Council*

19
Alana Dros *IDG Human Resources*

17
Paul Morrisette *IDC*

13
Natalya Yezhkova *IDC*

12
Magdalena Szczodronska *IDG Poland*

11
Leah Barton *IDC*
Monika Kumar *IDC*
Bruno de Andrade *IDC Latin America*

8
Maria del Carmen Abril *IDG Spain*
Rainer Bachmaier *IDG Germany*
Patty Bu *IDC Canada*
Mira Perry *IDC Canada*

7
Noris Medina *IDC*

6
Pedro Hagge *IDC Brazil*
Gabriela Medvecova *IDC CEMA*
Yon Pulkrabek *IDC CEMA*

5
Stephanie Geary *IDC*
Apolo Lopez *IDC Mexico*
Robin Clausen *CIO Executive Council*
Andy Ye *IDC Taiwan*

3
Anatha Padmanabha *IDC India*

2
Elizabeth Dolan *IDC*
Kyle Razzano *IDC*
Brady Ryan *IDC*
Jaime Kaufman *CIO Executive Council*
Meric Tahan *IDC Turkey*
Jiri Vlasak *IDC CEMA*

1
Caroline Delin *IDG Connect*
Jeff Moellendorf *IDC*
Arunas Polikaitis *IDC*
Alfred Simone *IDC*
Isabelle Keck *IDG Germany*
Duncan Brown *IDC U.K.*
Deniz Iscan *IDC Germany*
Kyle Price *IDC U.K.*
Oemuer Sahin *IDC Germany*
Alexander Stoler *IDC Germany*
Yonela Nkinti *IDC South Africa*
Daria Rambu *IDC Romania*

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continued from page 3

One on one

A First, find out who is responsible for producing branded content. This won't always be your traditional media contacts. The target may oversee the website, search, marketing automation or alliance marketing, for example. When you know you are talking to the right person there are plenty of angles to take. It is rare to speak to a company not already doing content marketing or that does not already have some internal or external resources. But that doesn't mean there won't be chances for us to win business.

Second, the opportunity lies in the gap between what they are doing now and where they ultimately want to be — what are the challenges that lie between those two points? I would focus on the current content strategy — how are they using content? Who is creating it? Who is the target audience for their business and what is that audience's journey? How effective is their content at connecting with that audience?

Three, then it's about challenges: challenges around particular audiences, particular types of content, particular verticals or geographies, as well as challenges around effectiveness and production of quality content at scale.

> IDG's success is based on our ability to create content that resonates with technology decision makers.

IDG's expertise, experience and infrastructure means we can help on many levels, so if there is a gap we are well placed to fill it. I am always available to join calls or meetings, and I work closely with SMS Director of Content Marketing Strategy **Rob O'Regan** and regional SMS heads and content strategists who can craft proposals and solutions for you. We are here to support you in any way you need. ■

continued from page 4

Insider

And finally, registrations are being driven by the addition of high-quality third-party content from research firms — including IDC — Technology Evaluation Centers, IT Central Station and others. This effort, led by Betts, is turning out to be a real win-win for both IDG and our partners, Lewis said. "These companies are looking for exposure and have very high-quality content to promote. The best thing about these partnerships is that they don't cost IDG a dime. In some cases we share leads back, in others, it's a pure promotional play."

Not only has the quantity of names been a great story, Lewis said, but there has also been a jump in the quality of those registrants. "A big focus for the Insider team in FY 2016 was to raise the quality of the leads — and we're extremely pleased with the results," he said. The IDGE target reader is a U.S.-based technologist with a title of IT manager or above from a company with more than 500 employees. "It's also nice when the reader is a net new reader to our database." Year-to-date FY16 (through April) numbers vs. FY15 tell the story:

+34% net new
+13% U.S. names
+30% IT manager, 500+ names
-31% developer names (harder to monetize)

In a given month, there are approximately 2,500 pieces of gated content that attract at least one registration, Lewis said, noting that one of the key changes they've made to drive more registrations was to create a per-site monthly registration goal.

"We don't tell sites how many pieces of content they need to create. Instead we ask them to hit a certain number of registrations. Site teams are becoming very good at understanding the amount of content needed to hit these lofty goals."

Readers who register as Insiders gain a number of benefits that include: access to high-value, exclusive content; emails twice a week describing the best content; educational materials (such as free courses) and training; and research from IDG and a host of outside companies. Also, CIOs receive a special CIO Pro email once a week that is a curated look at the content most relevant to the CIO job title.

Registration data benefits IDG in several ways, Lewis said. "We use it to inform the content pipeline. We create content that we know works. Second, we use the registration data to help the lead gen programs hit their goals. About 25% of all leads generated by IDG are from Insider members. Third, **Neil Glass**, SVP, data strategy, and IDG TechNetwork are just starting to capitalize on Insider data. Because Insider data is 'declared' data, meaning, data offered by the registrant, it has a lot of value. We know who is reading what and can sell that data to advertisers."

For more information, contact Mark Lewis. ■

Top content types that drive registrations

IDG Insider VP **Mark Lewis** shares the five feature types that tend to drive the most Insider registrations.

1. **Learning content**: Insiders love free courses on powerful IT topics. We partnered with Pluralsight for a series of courses. Now, we are in the middle of creating our own. Each course brought in thousands of registrations. Similarly, learning a new skill (for example: Learning R) makes for very popular registration content.

2. **Self-improvement/career content**: CIO's IT resume makeovers consistently drive a huge registration haul. Trends in employment, where to work and how to be more efficient work well, too.

3. **Listicles:** Readers love a list. Can be about a variety of topics. Some big winners: 4 mindblowing TED talks for techies, 11 hidden tips and tweaks for Windows 10.

4. **Product reviews**: Enterprise product reviews are differentiators for IDG. No one does reviews as well as we do. We've also partnered with IT Central Station for peer product reviews and compilations of reviews.

5. **Research**: State of the CIO, CW's Best Places to Work in IT, etc. These in-depth research reports are Insider gold!

Paid content experiment could pave way for paid Insider program

IDG Enterprise's Insider program costs no money for users who "pay" with their business card information. However, the team has recently begun experimenting with a small paid model using InfoWorld Deep Dives. (Deep Dives are downloadable PDFs that address various technology topics in a comprehensive manner.)

"For a long time we've talked about creating a paid Insider program. For a variety of reasons, this has not yet launched. But we didn't want to stop our experimentation with paid content," said VP IDG Insider **Mark Lewis**. InfoWorld Executive Editor **Galen Gruman**, who also serves as the editorial CTO for U.S. Media, figured out a way to use a third-party e-commerce product to give readers a choice when accessing InfoWorld Deep Dives.

Readers can either pay for the right to download the Deep Dive or they can register for the content and become an Insider for free. See sample here.

"This has only been live since the middle of April, so we don't have a large sample to report back. But we have sold a handful of Deep Dives for $79 each." Lewis said. "And we're looking to roll out this model on other sites and other content types."

For more information, contact Galen Gruman.

celebrating10

Jim Malone

VP, Content
IDG Strategic
Marketing Services

Career path at IDG
Started as managing editor, Custom Publishing in November 2005; promoted to senior managing editor, then VP, Content, SMS in 2014.

Three things you do in a day's work
Consult with clients; strategize around process, products and people; read, edit, research.

Best part of your job
People — awesome team, awesome company.

Latest accomplishment
Designed a year-long professional development program for SMS content strategists.

Memorable work moment
How I got hired: I had been laid off from an editorial position after 18 years in publishing and two in PR. I was working as a construction laborer, rehabbing someone's basement. That "someone" happened to be an unemployed marketing executive who was applying at IDG. He got the job, and recommended me to Tom Field, who was running Custom Publishing. Tom and I knew each other from newspaper careers. Tom hired me, got me out of the basement construction business and the rest is history.

If you could change one thing about IDG
More integration across business units.

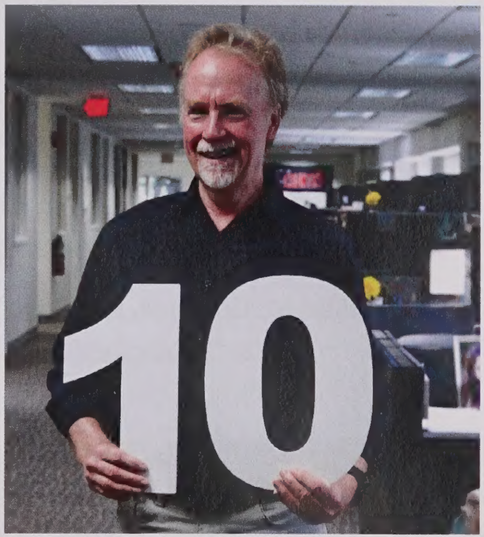
Best compliment you've received on your work
Whenever a client says, "Yes, you've got it. Exactly."

Interests outside the office
My wife and I play in a rock-n-roll band every weekend; I am an accomplished home bread baker and overall chef, including homemade charcuterie (cured meats); we also have a thriving vegetable and perennial garden.

Family
Wife: Roze Tyler-Malone; four grown children, one grandson and one granddaughter expected next month.

Most rewarding thing you've ever done, in the office or outside it?
Recovered my health after heart surgery in 2015.

Of what accomplishment at work are you most proud?
Modernizing and scaling the editorial department at SMS. From two of us to seven people today, running 130 to 175 projects at any given time, and watching the team grow in revenue and people.



JOE MOLA

***Jim Malone** said one thing he's learned during his tenure at IDG: Do your best for the client and the rest will follow.*

Favorite gadget
Varies depending on the day: yogurt maker; stovetop smoker; ice cream maker; iPad.

Favorite vacation spot
Anywhere with my family.

What others can't tell just by looking at you
I spend weekends playing loud rock-n-roll music in barrooms.

If you won the lottery tomorrow, you would
Retire

Retirement dreams
Play music; travel; family time!

Manager's profile
"Jim is a very valuable member of the SMS team. He is tasked with the management of the SMS content strategists and the content delivered by the group. On top of his management responsibility, Jim also works very closely with many of our key clients helping to set strategy and deliver exceptional content marketing programs. Jim is an incredibly hard-working team player and a joy to be around. He is always willing to go the extra mile and help where help is needed and always has his team's best interest at heart."
— *Karen Wilde, global VP, customer experience, SMS*

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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IDGWorldUpdate

EMPLOYEE NEWS AND INFORMATION

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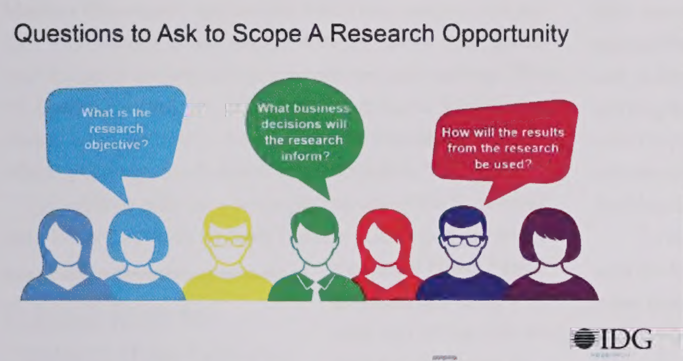
One on One: IDG Research SVP/ General Manager Janet King


Questions to Ask to Scope A Research Opportunity
What is the research objective?
What business decisions will the research inform?
How will the results from the research be used?
IDG

King recaps her presentation for IDG Sales University and explains how and why IDG salespeople should add research to their client conversations and how to educate clients about research-driven content.

SEE MORE ON PAGE 3

Also inside

IDG Germany's B2C brands get traction with Facebook Instant Articles

On the job: Quality Assurance Engineer

IDG Strategic Marketing Services' Gordon Plutsky puts marketing skills to work for ALS fundraiser

IDG jackets and bags that employees ordered as part of the IDG branding campaign are arriving.

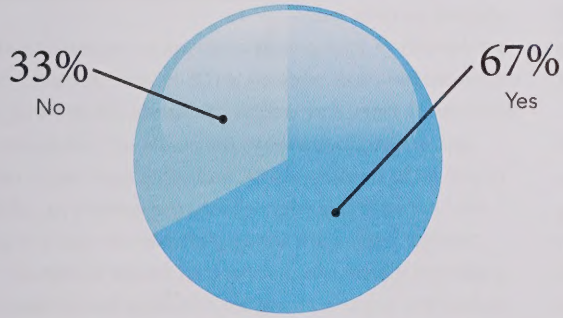
SEE MORE ON PAGE 7

IDC Latin America offices pick their favorite superheroes for t-shirt teambuilding day.

SEE MORE ON PAGE 8

Question of the week results

Do you typically wear a wristwatch?



Log on to www.idgcentral.com to vote on this week's question:

How often do you clear your browser's history?

CLICK HERE

Talk IDG with Mike and Laurie

IDG CEO Michael Friedenberg discusses the strategic exercise and what is driving interest in the company, the company's global financial performance year-to-date, and the issue of talent as the company explores strategic options. Editorial, events and the new IDG Sales University top the list of shout outs. Click here to watch the video.

IDG Germany's B2C sites get traction with Facebook Instant Articles

Last month IDG Germany's B2C sites, PC Welt and Macwelt, began publishing some of their content via Facebook Instant Articles. "The idea is to offer our editorial content with the easiest experience," said IDG Tech Media Publisher **Jonas Triebel**.

"It's also a great chance to see if Instant Articles provides higher revenue chances than our 'normal' mobile websites, where it is very difficult to achieve ad revenue," said IDG Tech Media VP, Portal Management/Analytics **Markus Pilzweger**. He added that there was no cost to IDG Tech Media to use Instant Articles, other than some man-hours of technical implementation and testing. "Plus, it's a great example of IDG's 'let's-try-it' spirit. We are always keen on being ahead of the technical curve and offering the newest features to our readers."

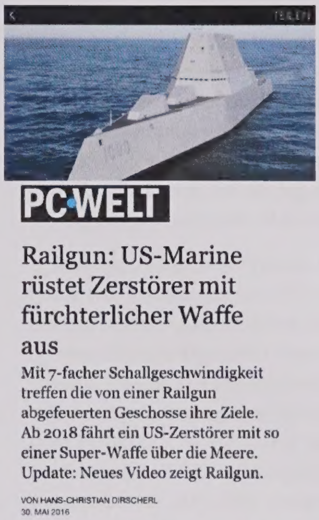
Available only on a smartphone using the Facebook app, Instant Articles natively hosts a publisher's content in the app's News Feed so users don't have to click out of the app and wait for a website to load to read an article in which they're interested. According to Facebook, it can take eight seconds for a site outside of the Facebook app to load on a mobile device, which often causes impatient users to close the app.

> Editors look for content they believe has a high viral potential on Facebook but also offers content that gives readers how-to insights to technical problems or new-product tests.

To keep users on its app (and seeing ads), Facebook created Instant Articles in 2014. As soon as an Instant Article is algorithmically chosen to appear in a user's News Feed, an image and the article are pre-loaded into the app. When a user taps an Instant Article, instead of having to wait for an internal browser to open and then load the story, the app immediately opens the hosted content.

Facebook shares its analytics, and Instant Articles is compatible with audience measurement and attribution tools such as comScore, Omniture and Google Analytics. Ads can appear inside Instant Articles; publishers keep 100% of revenue if they sell them, and Facebook keeps its standard 30% if it sells the ads, which is the approach IDG Germany has taken.

Pilzweger said the PC Welt and Macwelt editors and Tech Media portal managers decide which stories to send to Facebook as Instant Articles using an RSS feed. "We assign the Facebook Instant Articles content through our CMS to the feed. On Facebook's side every article received through the feed will publish instantly," adding that articles can also be published manually through an Instant Articles dashboard.



PC·WELT

Railgun: US-Marine rüstet Zerstörer mit fürchterlicher Waffe aus

Mit 7-facher Schallgeschwindigkeit treffen die von einer Railgun abgefeuerten Geschosse ihre Ziele. Ab 2018 fährt ein US-Zerstörer mit so einer Super-Waffe über die Meere. Update: Neues Video zeigt Railgun.

VON HANS-CHRISTIAN DIRSCHERL
30. MAI 2016

This story drew 6,000 Instant Articles views in two days.

To date, 26 PC Welt and 25 Macwelt stories have been published as Facebook Instant Articles, "and counting," Pilzweger said. "At the moment we've published roughly 20 articles per publication per week. We don't deliver all of our articles on Instant Articles but only selected content to see how they perform." He noted, for instance, that a recent story with special downloadable content about the best antivirus available for Windows where users can directly download the software to their PC would not be suitable for Instant Articles. "This content would be useless within the mobile Facebook app," he said.

Pilzweger

Pilzweger said PC Welt and Macwelt editors look for content they believe has a high viral potential on Facebook but also offers content that gives readers how-to insights to technical problems or new-product tests. "If we see in the future that Instant Articles monetize better than the same content delivered over a normal mobile website, then we'll go for it and push more articles via Instant Articles," he said.

Even though IDG Germany has only been posting stories to Facebook for a fortnight, one story, about a U.S. Marine ship's dual-rail-mounted gun that fires

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OneonOne

Janet King

IDG Research

The general manager, SVP of IDG Research is this week's columnist. Reach her at janet_king@idgresearch.com.

An analysis of sales by our U.S. media teams here in the U.S. for the first half of FY16 underscores this point: Including research as part of the program pitch increased the average deal size by more than 50%.

More on IDG Central

Janet King recently shared a presentation on IDG Research's offerings as part of IDG's new IDG Sales University. Listen to the half-hour webinar here.

Q Earlier this year, IDG reorganized several of its services groups under the umbrella of IDG Global Services. Can you briefly explain what Global Services is and how IDG Research fits in?

A IDG Global Services, led by **Kumaran Ramanathan**, is the marketing services and sales stack within IDG Communications. Along with IDG Research, IDG Global Services includes Strategic Marketing Services, IDG Global Solutions and U.S. Corporate Sales: four service-oriented organizations that share a common goal of driving revenue for IDG business units around the world.

My team's alignment with the Global Services stack puts us in a better position to build out IDG's research capabilities at scale around the globe, a key area of focus for us in FY16 and beyond. Equally important, our affiliation with the Strategic Marketing Services team has helped to move us closer to our sales channels and our customers. This integration has helped to accelerate year-over-year growth for both research and content and increase the velocity of innovation and new product development across both teams.

Q Why should IDG salespeople consider adding research to their client conversations?

A Here are my top three reasons:

1. Research is the foundation for creating high-quality content marketing assets. According to a recent survey by the Content Marketing Institute, nine out of 10 B2B marketers are using content marketing today, investing on average about 28% of their marketing budget on content marketing initiatives. That level of spend is growing with 76% of B2B marketers producing an increased volume of content YOY. However, B2B marketers commonly report a lack of resources to execute on their content marketing strategy with 60% citing "producing engaging content" as a top challenge.

Research-driven content addresses that challenge. Research is designed to educate, not sell. Research-based content provides the target audience with a peer perspective on their most pressing challenges and available best practices. Research contextualizes and validates key points that are reflective of what audiences are thinking about in real time. In sum, research adds credibility and relevance that leads to higher quality content of all forms. If quality content is king then research is the foundation that underpins and drives a high-quality content marketing strategy.

2. Research creates the opportunity for a different conversation and expands your opportunities. As a salesperson, research elevates the conversations you are having with clients, allowing you a peek behind the curtain into the company's strategy and long-term goals. The result? Research opens new doors — expanding your reach into existing accounts by helping you to get meetings with new, strategic-level decision makers, while also helping to identify new opportunities to attract new accounts. Leveraging research as a cornerstone of the program pitch extends IDG's position on the value chain for our clients, enhancing engagement and driving deeper customer relationships.

3. Research helps drive revenue up and to the right! I have said this already, but it is worth repeating: Including research as part of the conversation opens up new opportunities and unlocks new revenue streams. Research is the foundation upon which larger integrated programs are built. An analysis of sales by our U.S. media teams here in the U.S. for the first half of FY16 underscores this point: Including research as part of the program pitch increased the average deal size by more than 50%.

Q What are the benefits of research-driven content for tech marketers and IDG salespeople?

A For tech marketers, leveraging research as the foundation of a content marketing strategy helps the brand to control the conversation and shape market perceptions, creates thought leadership to drive awareness and interest in the brand by contextualizing and validating key points that are reflective of current market needs, fuels sales-enablement activities and ultimately attracts high-quality leads.

For IDG salespeople, research-driven content elevates the conversations you are having with clients, opens new doors, and in the end helps to drive revenue up and to the right!

Q What services/support does IDG Research offer to salespeople?

A We are a center of excellence for IDG, a resource IDG's sales teams can tap into for the expertise, best practices and resources required to successfully sell and execute research. Think of us as a one-stop shop that IDG's salespeople can draw on as needed for proposal development, sales support and program execution.

Keeping the salesperson at the center of the conversation is critical to the success of a program.

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Job Spotlight

On the job: Quality Assurance Engineer

The past few years have seen huge changes in the media space. These changes have resulted in the creation of new jobs with unfamiliar-sounding titles and the retooling of old jobs to incorporate new skills and ways of doing business. IDG World Update's occasional Job Spotlight series is designed to provide insight into what our colleagues are up to.

Name Dusan Hanzel

Title Quality assurance engineer, IDC CEMA

What a quality assurance engineer does

I try to find bugs in software, in my case web applications, such as the MyIDC portal on IDC.com, and internal tools such as Edison (the IT Executive Programs dashboard) and the leads scoring dashboard. I try to break software by using it. A QA engineer verifies that software works according to the necessary requirements and standards. Sometimes those requirements are too general, and I have to predict what the user will expect when using the software. The length of time I spend testing each software package can vary, since with continuing development and modifications each modification has to be tested. Also after each change, the whole software program should be tested to be sure we did not break something else with a modification. I am never completely done as there are always other bugs. Once we've decided that risks are low and all of the major functionalities have been tested, we then share the software with our colleagues so they can use it.

The services I provide and who my customers are

I offer a service for IDC software developers. A QA engineer has a different view of software than a developer, because a developer creates software and a tester tries to breaks it, so QA testing helps deliver better quality software to end users.

The key skills required for my job

In my job I have to communicate a lot with IDC CEMA developers in the Czech Republic — I'm in the Ostrava office and mainly work with developers here and occasionally with the team in Prague — so communication skills are important. I also need to have a sense of detail to be able to find bugs that may not be obvious. Basic IT skills are needed — programming in Java, working with databases, etc.

A typical day

I can't say that something like a typical day exists because I have to plan each day according to what's happening with my projects. Generally, however, I read software requirements and test application functionality in various browsers and with different screen resolutions, prepare automatic tests for daily regression testing and discuss any requirements that are unclear.

Quality Assurance Engineer ***Dusan Hanzel*** *joined IDC CEMA last year.*

Best part of my job

I like the discussions we have about software enhancements. I enjoy having user-friendly software that works well so if I see a chance to improve it, I discuss the implementation possibility with the developers.

Most challenging part of my job

Development delays that decrease the time needed for testing. A QA engineer tries to test as much as possible but knows that with a lack of time there is a higher risk of the software failing.

An on-the-job issue I'm dealing with

Any information I can get from other QA engineers would be beneficial, but especially information on how other testers communicate with stakeholders, what kinds of meetings they have and how they work with developers.

How I got involved in this career

I wanted to work in IT since secondary school, and I got the chance to work as a QA engineer a few years ago at a Dutch company. With my technical skills, character and different way of thinking I hope now I am making a difference at IDC.

Recent accomplishment

I've been working on approximately five projects and all of them are running and are used by IDC analysts, managers and salespeople. Of course, this is a success of the whole team, and I'm proud I work with them.

What my colleagues would be surprised to learn about me

I would love to see the Grand Canyon. ■

Offsite

SMS's Gordon Plutsky puts marketing skills to work in support of ALS fundraiser

Strategic Marketing Services Director of Applied Intelligence **Gordon Plutsky** had watched a good friend's mother suffer the debilitating effects of ALS and knew firsthand how devastating the incurable disease can be for both the individual and his or her family. So when neighbor and fellow CrossFit gym member Kate Murphy reached out for help with an ALS fundraiser, he was all in.

Plutsky lives in Beverly, Mass., also the home of Pete Frates, founder of the ALS Ice Bucket Challenge, and his family. Several years earlier, a group of neighbors had banded together to get the city of Beverly to rename a local park in Frates' honor. That accomplished, they set about raising money to transform Pete's Park into an Americans with Disabilities-compliant play space.

Last year the group decided to organize a 5K road race to begin the process of raising the $200,000 to $250,000 it will take to transform the park, and Murphy, the race director, turned to Plutsky for help in marketing the event.

Gordon Plutsky

"Pete and his family are my neighbors in Beverly, though I did not know them until I got involved in this project," Plutsky said. "I was very struck by how committed they are to finding a cure for ALS, which is a terrible disease. Pete's courage in the face of a deadly disease is inspiring."

Plutsky agreed to help out with signage, the website and marketing the event through social media. He, in turn, reached out to friends at Fresh, a Salem, Mass.-based brand and design agency, who helped with the signage design.

Although Plutsky is a runner but "not all that fast," and has participated in a few 5Ks over the years, he said, "I don't run in this race because there is so much to do on race day to make sure it all goes off smoothly."

Plutsky said he had never helped to organize a race before last year's inaugural Pete Frates 5K: Run, Wheel, Walk — 3 for #3 (a nod to the now-retired number 3 Frates wore as captain of the Boston College baseball team). "It was a lot of work with a lot of unknowns, but we had a great team of neighbors who are smart professionals so we just figured things out as we went along." Plutsky said they were fortunate to have the guidance of Mike Page from North Shore Timing, "who schooled us on how to run a road race." And, he said, they had dozens of others volunteer to help on race day and received great support from local businesses, including top sponsor, Eastern Bank.

Although Pete Frates was unable to be at the race, his family, who had rallied runners from Boston College and St. John's Prep, was on hand to participate.

"Last year exceeded our wildest expectations — more than 1,000 runners and $30,000 raised." And, noted Plutsky, the race cleaned up at the North Shore Road Race Guide annual awards by winning: Race of the Year, Best First Year Race, Best 5K Race, Best Post Race Party, Best Race at Which to Volunteer. "We think we can top it this year for both runners and sponsors," he said, adding that the race is Nov. 6 —"right before the election, a nice diversion!"

Last year's inaugural race attracted more than 1,000 runners and raised more than $30,000.

More information and a link to register for this year's race can be found here or contact Gordon Plutsky. ■

continued from page 3

One on One

With their knowledge of the client and their market, and our visibility into what's working across the whole of IDG we can help build out research programs that are the right fit for each client.

Q For salespeople not used to talking about research in their client meetings, what are some ways to recognize research opportunities when speaking with clients?

A Companies choose to conduct research for a wide variety of reasons. In research we like to say, "find the pain, find the money." Here are five simple questions we use to uncover pain points:

- What is your number one priority for your business this year?
- What do you believe needs to happen in order to support that goal?
- Has anything changed organizationally?
- What are some changes you would like to see in your business?
- Why do you think there has been a problem with XYZ?

In addition, engaging the client on specifics surrounding their content marketing strategy is also a good approach to unearth research opportunities:

- Are you creating content?
- How much of that content is based on market research or references market research?
- How well do these research-driven content assets perform versus non-research based content?
- What's your biggest challenge in producing research-based content (time, resources, expertise)?
- How is research structured into your overall content strategies?
- Is your company challenged with limitations on research you are conducting or would like to conduct (licensed analyst research, ability to generate enough research, etc.)?

Q What questions should salespeople be asking when scoping out a potential research opportunity?

A Once you have established research as an option for a client there are a few things salespeople should ask to help scope the opportunity and provide a proposal/recommendation. These include:

- What is the research objective or focus of the research? (see sidebar)
- What business decisions will the research be used to inform? (i.e., to inform messaging; to evaluate advertising concepts; to fine tune product offerings; to validate investments)
- How will the results from the research be used? (i.e., to inform internal strategic planning/go-to-market strategy; to position the brand as a thought leader in the market)
- Who is the target audience for the research? Are there specific title, company size or vertical criteria for respondents?
- What is the desired geographic scope of the research? Which countries will we be including in the respondent mix?
- How does the client want to be able to cut/analyze/report on the data? (i.e. by specific countries? By vertical or company size?)
- Does the client have a specific timeline or budget in mind for the project? ■

Helping clients to see the value of research

Here are a few commonly posed client questions and frequently suggested research-driven approaches to addressing the client's need.

How can we position our brand as a thought leader in the market?
Research can identify best practices for managing/deploying technology; providing companies with a roadmap for success and elevating the sponsoring brand's position as a key partner and thought leader.

We're looking to expand into new markets, but which ones should we focus on?
Research can help to assess market adoption curves, obstacles to purchase and level of market interest to identify the most lucrative opportunities for a brand.

How are our value propositions or messaging resonating with our customers/prospects?
Through research we can identify buyer pain points/purchase drivers; assess attributes that are important to buyers; and identify proof points that would motivate a customer to switch brands to assess how well messaging aligns with buyer needs.

How does the market view us relative to the competition?
Compare awareness and perceptions of client's products to its nearest competitors with BrandGauge, IDG's methodology for measuring brand health.

Packaged research programs for quick action

IDG Research is, at its core, a full-service research company with expertise in a wide variety of research approaches and methodologies. While it can develop custom programs to meet each clients' unique needs, together with Strategic Marketing Services, IDG Research has created a portfolio of standardized research programs to help simplify the sales process and make it possible for salespeople to add research to program proposals without having to reach out to IDG Research every time for a quote. Here are a few of the most popular packages:

TechPulse: A multi-client online survey fielded weekly

- Target: IT manager+ titles at companies with 250-plus employees, all verticals
- Timeline: One week; submit your questions by noon on Tuesday and receive results the following Tuesday
- Research deliverable: two-page report with Tweetable comments
- Examples of content options: Blogs/social media content, infographics

QuickPulse: a five-question online survey; custom targeting available

- Timeline: three to four weeks
- Research deliverable: Research report in PowerPoint format; cross tabs; data files
- Example of content options: Infographics, two-page white papers, animated white board videos

MarketPulse: a 10- to 12-question online survey; custom targeting available

- Timeline: five to six weeks
- Research deliverable: Insights-rich research report in PowerPoint format; crosstabs; data file
- Paired content options: Infographics, two-page or four-page white papers, animated white board videos, webcasts

continued from page 2

Facebook

at seven times the speed of sound, drew 6,000 Instant Articles views in just two days. "This was roughly a third of our overall Instant Articles traffic since we launched," Pilzweger said. In second place was a story on a new iOS keyboard app.

PC Welt has logged 23,000 Facebook Instant Articles views since the late-May launch: Macwelt, which launched on Facebook on May 30, has seen 8,300 Article views so far.

Asked if he had any concerns that Instant Articles will decrease traffic on IDG Germany's sites since the Instant Articles open in Facebook and don't redirect the user to an IDG Germany site, Pilzweger said, "We are monitoring this closely. Given the fact that Facebook Instant Articles are only shown to people who use the Facebook app on their smartphone and not to users who visit Facebook with a mobile browser or on their desktop, we consider them a sub-category of all the visitors that we generate via Facebook. At the moment we don't see any negative effect. But we will keep a close eye on this and will take action if we see a massive traffic drop on our main sites."

PC Welt's Facebook fan page currently has 161,000 fans, and Macwelt's has 26,300. Pilzweger said PC Welt is one of the first tech publications in Germany to offer Instant Articles and that Macwelt is the first Mac publication there to do so. "Our only competitor offering Instant Articles is T3n.de," he said, "but I think that this will change in the coming weeks."

For more information contact Markus Pilzweger. ■

IDG gifts are en route

*IDG jackets and bags that were ordered as part of the IDG branding campaign earlier this year are arriving at global offices. IDG Research employees trying on their jackets are (l-r): Research Analyst **Sarah Lopez**, Database Administrator **Albie Minkovitz**, Research Analyst **Lynne Passanisi** and Production Manager **Claudette Sears**.*

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

30
John Robison *IDG Credit*

27
Janet King *IDG Research*

18
Mary Menendez *IDC*

15
Jane Weissman *IDG Connect*

14
Karen Arnowski *IDG Global Solutions*

13
Grant Gross *IDG News Service*

12
Suzanne Denton *IDC*
Margaret Margossian *IDC*

11
Ryan Patterson *IDC*
Miguel Palomero *IDG Spain*

10
Tim Scannell *CIO Executive Council*
Elaine Senay *IDG Legal*

9
Philip Carter *IDC Germany*

5
Mike Glennon *IDC U.K.*
Karen Murphy *IDG Strategic Marketing Services*
Sabharinath Balasubramania *IDC Australia*
Min-Cheol Kim *IDC Korea*
Joon-Yheah Tan *IDC Singapore*

4
Matthew Vickers *IDG Connect*
Prathep Thurairatnam *IT World Canada*

3
Amanda Beaudry *IDG Connect*
Dileep Nadimpalli *IDC India*
Eric Kong *IDC Singapore*
Ashwini Sukumaran *IDC Center for Consultancy & Research*
Patricia Gil *IDC Mexico*
Umer Kassim *IDC Middle East, Africa & Turkey*

2
Sarah Lopez *IDG Research*
Matthew Thomas *IDC*
Christopher Niven *IDC*
Noemi Guilger *IDC Brazil*
Iracema Fuentes *IDC Mexico*
Magnus Håkansson *IDG Sweden*
Petr Strnad *IDC CEMA*

1
Rachel Kusz *IDG Tech Services Group*
Tianna Brown *IT World Canada*

Five employees celebrate 10 years

*IDG CEO **Michael Friedenberg** (far right) treated five Framingham employees to dinner at Grill 23 in Boston last month to celebrate their 10th anniversaries with the company. From left: Digital Media Group Project Manager **Lisa Kerber**, U.S. Media Director of Housing and Registration **Stephen Galeotalanza**, CIO Executive Council Director of Strategic Content **Tim Scannell**, IDG Strategic Marketing Services VP/Content Works **Jim Malone** and U.S. Media Graphic Design Specialist **Caroline Mewing**.*

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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Superheroes take charge at IDC Latin America

When several IDC Brazil employees happened to wear superhero t-shirts to work one day, Human Resources Assistant **Lara Namba** got an idea for some team building across IDC in Latin America. In honor of Superhero T-Shirt Day, employees at IDC Brazil, IDC Mexico, IDC Latin America and IDC Peru wore their favorite t-shirts to work one day last month.

*IDC Brazil employees who got in the spirit included (l-r): **Paulo Mendes**, marketing assistant and designer, Latin America; **Mayra Silva**, intern, Enterprise, Brazil; **Marina Gomes**, research intern, Enterprise, Brazil; **Leila de Assis**, intern, Enterprise, Brazil; **Ricardo Faim**, manager, IT and Software Development, Latin America; **Jaime Cubillos**, intern, Call Center, Latin America; and **Sérgio Teixeira**, associate analyst, Consumer and Commercial Devices, Brazil. Back: **Felipe Alves**, junior analyst, IT Development, Latin America.*

*At IDC Brazil (L-R): **Luís Altamirano**, associate analyst, Servers and Storage, Brazil; **Lara Namba**, human resources assistant; and **Renato Rosa**, senior analyst, IT Services, Brazil.*

*At IDC Peru in Lima (L-R): **Daniel Zegarra**, manager, Emerging Markets; **Diego Valer**, senior analyst, Emerging Markets; and **David Alva**, senior analyst, Consumer, Peru and Ecuador.*

*(L-R): **Eduardo Ramirez** and **Isaac Llandez** were among the IDC Mexico employees participating. View the Mexico group photo on IDG Central.*

thanksto

The editors of IDG World Update would like to thank the following people who assisted with this issue:

Pamela Carlson *IDG*
Dusan Hanzel *IDC CEMA*
Janet King *IDG Research*
Lara Namba *IDC Brazil*
Markus Pilzweger *IDG Germany*
Gordon Plutsky *IDG Strategic Marketing Services*

IDG World Update

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IDC's CIO Summit series expands to target finance executives

With an IDC global study finding that at least 45% of tech spending in organizations is now tied to budgets outside the IT department, recent summits in South Africa and Saudi Arabia looked to attract a new audience.

SEE MORE ON PAGE 2

Also inside

One on One: IDG Enterprise VP, Alliance Marketing Services Michael Latchford

Media Management Institute helps attendees gain more holistic view of IDG's business

On the Job: VP, Portal Management/Analytics

IDC New Zealand's Melanie Disse gets gold in outrigger canoe world championships.

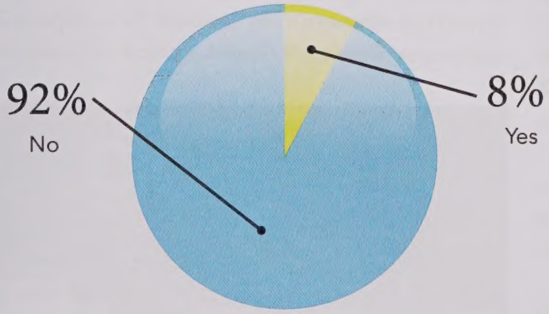
SEE MORE ON PAGE 6

Unsung Hero: IDG Sweden Project Manager Sidona Tesfai is this week's nominee.

SEE MORE ON PAGE 8

Question of the week results

Have any of your social media accounts ever been hacked?



Log on to www.idgcentral.com to vote on this week's question:

Do you wear a wristwatch regularly?

CLICK HERE

Tech & Marketing News from IDG

IDG Corporate Marketing's "Tech & Marketing News from IDG" newsletter aggregates top stories from tech and marketing news sites, including IDG sources. Topics include media, marketing, mobile, social video, the tech industry and press mentions about IDG and IDC. To get on the mailing list, sign up here. Recent selections include:

Google redesigns AdWords for mobile-first campaigns, adds programmatic ad features (MediaPost)

Can publishers 'good-ad' their way out of the ad-blocking phenomenon? (Journalism.co.uk)

Guides to finding expert sources (Global Investigative Journalism Network)

If ad tech is not sustainable, what can publishers do? (Poynter)

Microsoft is laying off 1,850 to "streamline" its smartphone business, takes $950M charge (TechCrunch)

IDC's CIO Summit series expands agenda to target finance executives

IDC Middle East, Africa and Turkey held three more CIO Summits as part of its eight-country regional series that informs CIOs about the latest IT and business trends that are affecting their companies and the strategies their peers are using during this era of digital transformation. The most recent summits took place in South Africa (April 20-21), Saudi Arabia (May 4-5) and Nigeria (May 11).

Abdulaziz Al-Helayyil, IDC's regional director for Saudi Arabia, Kuwait and Bahrain.

For the first time, the 108 attendees in Johannesburg, South Africa, included finance executives in addition to the traditional CIO target audience; a recent IDC global study shows that at least 45% of tech spending in organizations is now drawn from budgets outside the IT department. Several sessions were targeted exclusively for the finance attendees, as has been the case at several other CIO Summits this year.

Also for the first time, based on feedback from both sponsors and participants who wanted dedicated time for industry-specific topics, the Johannesburg summit included two dinners focused on vertical topics the evening before the first full conference day. Oracle sponsored a dinner for government and public service sector CIOs, and OpenText sponsored another for attendees in banking and finance. Each dinner included a keynote by an IDC analyst — VP Research **Bill Keyworth** and Group VP and Executive Advisor **Joseph Pucciarelli**, respectively — followed an end-user presentation. Those speakers, as well as a representative from the dinner sponsor, then formed a panel for further discussion at each dinner.

IDC
CIO
SUMMIT 2016
SAUDI ARABIA
Transformation in Transitional Times

*IDC Group VP and Executive Advisor **Joseph Pucciarelli** has led several finance-related sessions at CIO Summits in recent months.*

*IDC South Africa's CIO Summit team included (l-r): Senior Conference Specialist **Eileen Gengan**, Senior Conference Specialist **Angeli Balchand**, Conference Executive **Joyce Chireka**, Country Manager **Andries Lombaard**, IDC Middle East, Africa & Turkey Project Manager **Yash Dogra** and Sales Manager **Michelle Meldau**.*

Finance executives were also part of the Saudi Arabia Summit, which featured a CFO roundtable for the first time, sponsored by SAP, for 20 participants. Pucciarelli led the panel, which included three CFOs. This year the summit was held in King Abdullah Economic City, a megacity still under development at some distance from the country's main cities of Riyadh and Jeddah, "which meant delegate and partner interaction was focused and meaningful," said Conference Director **Shabana Mahadiwala**. "We didn't have delegates rushing back to the office!"

The conference team introduced a mobile app this year, which served as an important tool in collecting attendee feedback and cut back significantly on paper distribution, which attendees appreciated, she added.

The CIO Summit West Africa in Lagos drew 72 C-level attendees from Ghana as well as Nigeria. This year's agenda was compressed into one day, rather than the one-and-a-half-day format in the past, to meet attendees and sponsors' requests to have a single day of focused discussions and networking time.

Write to IDC MEA Marketing Manager Anulekha Shetty. ■

OneonOne

Michael Latchford

IDG Enterprise

The VP, Alliance Marketing Services at IDG Enterprise is this week's columnist. Reach him at mlatchford@idgenterprise.com.

> "Dell decided to proceed with having IDG do an analysis of research to detail the buyers and the buying process for six of their blueprint categories....Once that is completed, Dell expects to contract IDG to build a range of content that supports all of its blueprint categories. They literally said we are 'on to a marriage of business with IDG' if this works out."

Q Can you give us some sense of the size of the opportunity represented by the alliance marketing segment?

A This segment is extensive and historically has been an area that was overlooked by IDG. Virtually all technology companies have some form of partner ecosystem. Whether it be channel partners, technology alliances or strategic partners, there is typically some form of marketing budget to support the alliances, especially for the big players like Microsoft, IBM, Dell, SAP, HP Enterprise and so on.

IDG has made great progress in this area over the past four years, but there is still a lot of ground to cover and opportunities to discover within the accounts that we are calling on each day. Once we get business flowing within an alliance group, it can open the doors to a wide range of IDG programs and introduce us to new partnerships that we had not worked with in the past.

Q How does selling to alliance marketing partners differ from the more traditional sales/marketing approach?

A The approach taken with AMS clients can be quite similar to our traditional sales/marketing approach, but there are definitely key differences and challenges. First off, there are more cooks in the kitchen when it comes to strategizing, planning and executing the alliance programs. As a result, there can be differences of opinion on how budgets should be spent, a longer sale cycle to close the business, some partners may have larger budgets than others, one vendor might be partial to IDG and the other fond of another or their fiscal years are different. There can be times that you are just selling into one side of the alliance, which can make things a lot easier. What I am trying to get at is that each alliance is different, and there are various paths that may need to be taken in order to unearth and close the business.

Q Can you offer an example of how you might work with some of IDG's internal resources to structure a program for a client?

A AMS is heavily dependent on all the resources that IDG has to offer in order to be competitive in the marketplace. We have a compelling position once we educate our clients on the expansive amount of resources and services that we have at our fingertips to support them with virtually any type of marketing need. A great example is Dell's Alliance group. A meeting recently took place, and we discussed their needs and how IDG could support them. Following that meeting, IDG Strategic Marketing Services was introduced to Dell, and we had a series of three calls to determine the scope of work and the resources needed from IDG. Dell decided to proceed with having IDG do an analysis of research to detail the buyers and the buying process for six of their blueprint categories (private/hybrid cloud, big data and analytics, VDI, UC&C, virtualization, HPC). Once that is completed, Dell expects to contract IDG to build a range of content that supports all of its blueprint categories. They literally said we are "on to a marriage of business with IDG" if this works out.

Q How do you go about identifying the correct people within an organization to target when going after the alliance marketing budget?

A There are a number of approaches, but it's really dependent on whether or not IDG AMS is actively working with an organization or if we are going after a new account. If it's an account that AMS doesn't have any traction with, we turn to LinkedIn and research titles at companies of interest (alliance manager/director, partner marketing manager/director, channel marketing). Otherwise, we rely on word of mouth and referrals within an alliance organization that we are actively working with. As long as we have a good standing relationship and we are delivering quality programs, business will come our way.

Q Why is IDG so well-positioned to offer alliance marketing services?

A IDG is the world's leading technology media, data and marketing services company, we have a dedicated group to support alliances and we are happy to offer support and guidance to any IDG business unit or publishing partner/licensee.

Q Do you work with other business units that are interested in tapping into this market?

A Absolutely. AMS has been working closely with IDG Global Solutions for some time, and we have generated a lot of revenue together. We currently have a few large global opportunities

continued on page 7

IDG Media Management Institute deepens attendees' understanding of IDG's businesses

Seated (l-r): **Andre Kisch**, business developer, IDG Sweden; MMI leader **Beth Ramistella**, SVP/Human Resources, U.S. Media; **Lucy Sandison**, senior HR generalist, U.S. Media; **Duncan Newell**, senior marketing manager, U.S. Media; **Emily Hanoian**, senior HR coordinator, IDG; **Patrick Gorman**, marketing director, IDC; **Janet Wyles**, director of communications, IDG. Standing (l-r): **James Lenza**, manager of program architecture, IDG Strategic Marketing Services; **Rob O'Reagan**, director, content marketing strategy, IDG Strategic Marketing Services; **Hans Lima**, senior client services technologist, IDG; **Marion Prokop**, senior news editor, U.S. Media; **Rick Currier**, director of sales, West, U.S. Media; **Mary Conroy**, VP/marketing, IDC; **Joyce Dunnells**, senior client relationship manager, IDC; **Jules Kendrick**, commercial director, IDG U.K.; **Tom McDonald**, senior virtual program manager, CIO Executive Council; **Gard Little**, research director, IDC; MMI leader **Laurie Butson**, VP/global training and development, IDG; **Kristin O'Connell**, marketing manager, U.S. Media; **Matt Mikaelian**, project manager, IDG Global Solutions; **Holly Muscolino**, VP/research, IDC.

IDG WORLD UPDATE

With the strength of IDG dependent on the interconnectedness of its collective parts, employees at this month's IDG Media Management Institute (MMI), spent three days in Boston learning about those parts, the breadth of IDG's activities and the trends affecting its business priorities.

Business unit leaders and senior managers gave an overview of their areas of focus, including IDG Corporate Marketing, IDG Global Solutions, IDG.tv, IDG Research, IDG TechNetwork, CIO Executive Council, IDC, data and audiences, events, social business, editorial, global finance and demand generation. IDG CEO **Michael Friedenberg** spent time with the group for a wide-ranging Q&A session.

Organized by IDG Training and Development, MMI is targeted to mid- to upper-level employees who are nominated by their managers.

"My main takeaway, apart from all the incredibly useful information about IDG as a business, was the amazing depth of talent and experience we have across the globe at IDG," said IDG U.K. Commercial Director **Jules Kendrick**. "I'll be reaching out and collaborating with my counterparts in different countries to share learnings on best practices across every part of the business in the U.K. and looking at how we can utilize this to drive U.K. revenue 'up and to the right.'"

> "My days at the institute also reinforced the need to continue to cover the key areas of interest to our readers — such as cloud computing, data analytics, mobile and security — and to always stay on top of the latest trends."
>
> — *Marion Prokop, Computerworld*

During the program, participants broke into teams to work on a case study to come up with a new business idea for IDG to grow revenue or audiences. They presented to a panel of judges that included IDG List Services General Manager **Andrew Sambrook**, International Controller **Toby Hurlstone** and SVP/Digital Media Group **Gregg Pinsky**.

"MMI served as a reminder of the limitless resources we have available within the organization," said IDG Global Solutions Project Manager **Matt Mikaelian**. "Collaborating during the case study was a great opportunity to bounce ideas off of people who I don't encounter in my day-to-day environment. I look forward to using the power of IDG and working closer with a wider variety of business units."

"MMI was great chance for me to meet colleagues from marketing and sales, where editorial rarely has any contact, as well as folks from IDC and the CIO Executive Council," said Computerworld Senior News Editor **Marion Prokop**. "It was impressive to see what a smart and engaging group they all are. From a news perspective, my days at the institute also reinforced the need to continue to cover the key areas of interest to our readers — cloud computing, data analytics, mobile and security, among them — and to always stay on top of the latest trends. There's also a huge interest in video, and it was clear that we'll have to keep taking advantage of that medium to enhance our coverage."

Write to VP/Global Training and Development Laurie Butson.■

Job Spotlight

On the job: VP, Portal Management/Analytics

The past few years have seen huge changes in the media space. These changes have resulted in the creation of new jobs with unfamiliar-sounding titles and the retooling of old jobs to incorporate new skills and ways of doing business. IDG World Update's occasional Job Spotlight series is designed to provide insight into what our colleagues are up to.

Name Markus Pilzweger

Title VP, Portal Management/Analytics, IDG Tech Media

What a VP of portal management/analytics does My team of six B2B and B2C portal managers and I are responsible for the daily content on all of IDG Germany's websites. We keep the homepages up to date, put new articles online, optimize articles in terms of SEO and third-party sales integration. We provide traffic information to our editorial team and work closely with them to identify new topics with high search volume potential. The portal managers also identify articles with high traffic numbers and update them regularly to keep their positions in the search engine lists secure. We also coordinate with our editors the sites' social media presences and use different data-driven tools to produce special social media articles to create social buzz and drive traffic from our Facebook pages to our sites. We keep a close eye on the sites' live traffic data from Google Analytics. We work very closely with the editorial, technical and sales teams to optimize our sites with new features or a better user experience.

Key skills required for my job You have to — surprise, surprise — like to work with numbers. It is also very important to always keep the big picture for each website in mind. Especially for any historical data comparison you have to "feel" the data, that is, if you're watching the daily traffic you should sense if everything is going OK. This could be signaled by little changes in the daily traffic curve or drop-offs where you normally don't expect them.

On the editorial and SEO side, it's important to know how to work with the special tools we use in search for new topics (keyword tools, SEO analytics) and understand how to create new content ideas with the information you gather from those tools. For example, we found that "192.168.1.1" is a major keyword in Germany. Normally, you type in this phrase into the URL bar to get access to your router. But many people are lazy — or don't know better — and type it into Google search. We researched what comes up in the Google search results and that gave us the idea for the story "No access to 192.168.1.1? These tips can help you solve that problem!" This article is now one of our top articles in search.

A typical day First I check the traffic numbers of all our sites to see if they are running smoothly or if there is a problem or traffic drop we have to investigate. Then we update our homepages and send our first PC Welt newsletter of the day to our 160,000 subscribers. For the B2C sites we check to see what kind of news stories popped up overnight and which of them have a high social or search potential. Then we have a daily editorial briefing so we know which articles will be written that day. Then we update older articles with new information and report them to strengthen their SEO performance.

After that the portal managers look at the current news articles, make sure everything is working as it should, optimize headlines or do other SEO projects. They produce quizzes or polls and integrate them into the articles to increase user engagement. They send the different e-newsletters, post news on our social pages, talk to other departments about integrating new features or gather ideas on how to increase traffic. They analyze the data to identify those articles that are performing extremely well on Google and pass that information to the editorial team.

IDG Tech Media VP, Portal Management/Analytics ***Markus Pilzweger*** *joined IDG in 2000, his first — and only — employer after graduating from university.*

Most challenging part of my job Prioritization, prioritization, prioritization. On a normal day tons of different things happen at once, so it is extremely important to be organized. Otherwise, you end up with chaos.

How I got involved in this career By accident. IDG was my first — and only! — employer after I finished university. I started my career as an editor with PC Welt. Then I switched to website management, then sales where I was responsible for the IDG Tech Media's Strategic Marketing Services team. After that I went back to website management, and last year I got the opportunity to lead the whole team of portal managers.

What my colleagues would be surprised to learn about me This job can sometimes be extremely stressful, with a thousand things in mind in high gear. This year I started a new hobby — beekeeping — to ground myself again. ■

IDC Australia/New Zealand analyst gets gold in world outrigger canoe championships

There will be gold medals handed out at the Summer Olympics later this year, but IDC Australia and New Zealand Software Market Analyst **Melanie Disse** won't need to take a trip to Rio de Janeiro to claim one. She earned her own as a paddler on one of New Zealand's first-place outrigger canoes at the IVF Va'a World Elite & Club Sprint Championships, held this month north of Brisbane, Australia.

Disse first tried paddling at a dragon boat "give-it-a-go" event in 2009, when she moved to New Zealand from her native Germany and immediately fell in love with the sport. Dragon boats are boats of a traditional Chinese design, typically decorated to resemble a dragon and paddled by a large crew. She soon joined a team involved in what the English call outrigger canoeing and New Zealanders call *waka ama*; the international term is va'a. These sleek canoes have outriggers for balance and can be V1 (one-person), V2 (two-person), V6 (six-person) or V12 (12-person doubled-hulled) boat.

Competitions can involve sprints (500m to 1500m), long-distance (10km to 50 km) and longer distance (45km-100 km) change-over races, during which six-person crews can swap out three paddlers from a support boat.

Disse has been paddling competitively since 2009.

"I love being outdoors and active, and, as a swimmer from a young age, I've always loved the water," she said. "Plus, I'm very competitive, and I simply enjoy training! I'm a morning person anyway, which helps with the 5:00 a.m. starts. But I think you just get addicted to it, like with any other sport. You find your sweet spot and keep pushing the boundaries. I like to challenge myself and see how much faster I can get."

Disse, who lives in Auckland, has been with IDC since 2013. She is a member of a club team based in another city and has competed at a high level for a number of years, including the New Zealand Va'a Nationals, the New Zealand and the German Dragon Boating nationals, the unofficial European Va'a championships, which was a 67-km change-over race that her team won, and an event in Samoa at which she won the V1 500m sprint.

*IDC New Zealand's **Melanie Disse** (far right) steers a V6 boat at the New Zealand Va'a National Championships in 2014; her boat came in third place in the 1,500-meter turn race.*

Disse's club team qualified to go to the 2016 World Championships based on its performance at the New Zealand nationals, and it was Disse's first opportunity to compete at the world level. (She has been in New Zealand long enough to qualify for resident status, and thus is eligible to represent the country at Worlds.)

Disse (right) and her coach, Katja Heldebrandt.

Training for this level of competition is arduous. Leading up to Worlds, Disse trained six days a week, usually twice a day, before and after work. She has a coach in Auckland and a personal trainer who work together closely to set up programs for gym workouts, running and training on a V1.

At the World Championships, Disse was on the first-place boat for the V12 500-meter race. She was also at the event as one of 12 members of the New Zealand Elite World Championship team, which she was selected for after a months-long series of trials but didn't race for that group's events because there were so many former world champions on the squad. But she has her sights set on the next global competition.

"I'm now the fastest long-distance as well as 500-meter sprinter in V1 in the Auckland region, and it's my goal to become New Zealand champion and then make it to Worlds and win the title. One step at a time, but you can achieve a lot with the right training." Given that her coach is a former V1 world champion, Disse may soon be adding to her gold medal collection.

Write to Melanie Disse. ■

noteworthypeople

New employees

Rundqvist

Desislava Rundqvist joins **IDG Sweden** as an account manager, Recruitment Ads & Services. Previously a consultant manager at Centric Care, she holds a B.S. in innovation with a specialization in work/life psychology from Mälardalens University College in Vasteras, Sweden. In her free time she enjoys handball and exercise. desislava.rundqvist@idg.se

Berkman

IDC Framingham has hired **Donna Berkman** as a senior account executive, Industry Major Accounts; she was previously executive manager at Boardroom Events. She holds a B.S. in marketing from Boston's Northeastern University and enjoys snow and water skiing, kayaking and hiking. dberkman@idc.com

Poulomi Bhattacharya joins **IDC Singapore** as a senior research manager, Enterprise Systems, responsible for market sizing and competitive analysis, identifying key technology trends in the enterprise infrastructure space and analyzing rapidly changing end-user demand and preferences. She holds a B.A. in accounting and an M.A. in corporate finance from Bentley University in Waltham, Mass. In her free time she enjoys travel, scuba diving and sampling the diverse cuisines of Singapore. pbhattacharya@idc.com

More from Michael Latchford on IDG Central

IDG Enterprise VP, Alliance Marketing Services Michael Latchford recently shared a presentation on alliance marketing as part of IDG's new IDG Sales University. You can listen to his half-hour presentation here.

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

34

Debbie Waters *IDG International Publishing Services*

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Walter Kainz *IDG Germany*

29

Susanne Kratoschka *IDG Germany*

26

Mandy Wong *IDG Corporate Services Group*

24

Stephen Lawson *IDG News Service*

21

Caryn Bousquet *IDC*

20

Kit Gould *IDG U.K.*

19

Wafa Moussavi-Amin *IDC Germany*

18

Gideon Lopez *IDC Israel*

17

Karen Funk *IDG Germany*
Shunsuke Murahashi *IDC Japan*

16

Chris Barnard *IDC Netherlands*
Panagiotis Kolokythas *IDG Germany*

15

Mel Manasan *IT World Canada*

14

Jan Larsen *IDC Denmark*
Ingo Staehle *IDC Germany*

13

Bo Nordlin *IDG Sweden*
Satoshi Matsumoto *IDC Japan*
Ruthbea Clarke *IDC*
Grant Gross *IDG News Service*

12

Alexander Alexandrov *IDC Russia*
Elizabeth Enriquez *IDC Mexico*

11

Cristina Pasla *IDC Romania*

10

Brian Howden *IDC Canada*
Victor Chong *IDG U.K.*

9

Desere Cowin *IT World Canada*
Rene Schmöl *IDG Germany*
Norah Miller *IDG Sweden*

8

Hyuna Kim *IDG Korea*
Mohamed Hefny *IDC CEMA*
Francisco Jeronimo *IDC U.K.*
Marta Munoz *IDC Spain*
Rogier Warnink *IDG Netherlands*

6

Kat Neal *IDG U.K.*
Cristina Knellinger *CIO Executive Council*

5

Paul Black *IDC META*
Burhan Dzeladini *IDG Germany*
Lissa Piscopo *U.S. Media*
Kim Pisano *IDG List Services*

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Abdelhak Khalil *IDC META*
Christiane Stagge *IDG Germany*

3

Arac Yesim *IDC Turkey*
Christian Nothnagel *IDC Germany*
Anja Oberniedermayr *IDG Germany*

2

Emily Taylor *IDC Canada*
Kacper Derewonko *IDC Poland*
Rasha Emera *IDC Saudi Arabia*
Andrei Charniauski *IDC U.K.*
Simon Rodd *IDC U.K.*
Katarzyna Kania *IDG Poland*
Adriana Garcia *IDC Mexico*
Atsushi Kikuchi *IDC Japan*
James Kocik *U.S. Media*

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Ota Svimbersky *IDC CEMA*
Fred Steiner *IDC U.K.*
Alina Oprea *IDG Germany*
René Krießan *IDG Germany*
Samar Kidwar *IDG Connect*
Osamu Ando *IDC Japan*

continued from page 3

One on One

brewing that I am excited about.

Q If a business unit is not currently targeting alliance marketing budgets, how would you suggest it gets started?

A The first and easiest step is to ask current clients (not agencies) if they handle partner/alliance marketing. If they do not, we ask who they suggest we approach in their organization and ask if it would be possible for them to make an introduction. This should open a door to start AMS business.

Q Do the same people handle partner marketing and field or corporate marketing?

A Partner, alliance and channel marketing is typically its own business unit(s) within the marketing department and sometimes it falls outside of the marketing organization, but there are times where corporate/field marketing get involved with alliances. It's dependent on the company and how their alliances are structured.

Q Are there certain trends that you are seeing in terms of the kinds of programs/solutions that alliance marketing clients are looking for?

A There are three core areas of need/interest that I typically see with alliances. They are: custom content to tell their joint "together is better story," demand generation to build pipeline for their sales team and executive events to help establish relationships at the executive level.

However, there are countless other areas that IDG can support. We take the consultative approach with clients, allowing us to recommend a variety of programs/services that IDG has to offer. ■

unsunghero

Sidona Tesfai

Project Manager

IDG Sweden

IDG Sweden Events Director ***Anna Nilsson*** *named Project Manager* ***Sidona Tesfai*** *her team's Unsung Hero. "Sidona is a true team player and spreads a positive vibe among her colleagues," she said. "She is project manager for our Webbdagarna and TechWorld events where she is responsible for sponsors, venue management and exhibition areas. She is driven and business-minded while having professional and close relationships with clients. With Sidona I always feel 100% certain that she is in control of her events and that she will contribute to delivering a truly amazing event experience."*

Home Stockholm, Sweden

Title Project manager for TechWorld and Internetworld. I manage events such as Next Generation Threat, Code Night and Webbdagarna.

Primary job responsibilities I make sure all deliveries are made according to specifications and that each group has the right information and necessary materials they need. I also ensure that the work throughout the process is seamless. This includes being in contact with the venue, production teams and all our partners.

Three things I do in a day's work
- Brainstorming ideas and concept developments for future events and partner offers
- Updating the team and partners on events' current status
- Scheduling and budget management for upcoming events

What I love most about my job It constantly challenges me to think creatively, whether creating new events or different offers for our partners. Plus, by having the privilege to work on such forward-thinking events I get to meet very interesting people from near and far.

A hot-button issue I'm dealing with on the job With new events constantly emerging, trying to find new and different ways for companies to partner is always an interesting challenge.

Project Manager ***Sidona Tesfai*** *joined IDG Sweden in February, 2015.*

As the scene is evolving, so are the expectations of both our attendees and partners.

Latest accomplishment This past week we had Webbdagarna in Malmö where we set a new record with a total of 250 participants.

Career highlight When I managed my first event from start to finish. But in terms of wow moments at IDG, the first time I worked with Webbdagarna Stockholm in 2015 is one. I'd never seen anything like it. With its 1,600 participants it was more like a concert than an average conference.

What I'm doing to be a better employee I have a tendency to ask a lot of questions. I strive to learn more about what my colleagues at the office – those I don't work with – do. Sitting down with other departments is a great way to get a better overview of what we do as a whole.

Interests outside the office Traveling! I'd almost call it a guilty pleasure, due to the fact that I sometimes overdo it.

What others can't tell just by looking at me I can lick my elbow, and I make a mean rhubarb pie.

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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IDG World Update

EMPLOYEE NEWS AND INFORMATION

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IDG Poland's security conference grows audience, revenue

Although it has no security brand of its own, IDG Poland has developed close partnerships with well-established industry associations for conference content development.

SEE MORE ON PAGE 2

Also inside

One on one: IDG CEO Michael Friedenberg on FY16 performance, mobile monetization and more

IDGE's CSO50 Conference + Awards emphasizes peer-driven content in unique format

Tips for effective face-to-face feedback

IDG Management Excellence Program provides leadership assessment and skills development.

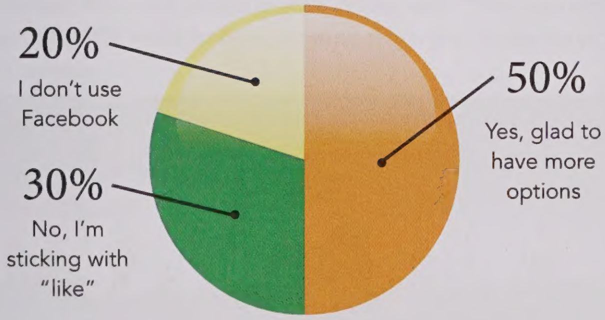
SEE MORE ON PAGE 5

Unsung Hero: IDC CEMA Senior Editor David Hammett is this week's nominee.

SEE MORE ON PAGE 8

Question of the week results

Do you use Facebook's new reaction emojis?



Log on to www.idgcentral.com to vote on this week's question:

Have any of your social media accounts ever been hacked?

CLICK HERE

Spotlight on: Marketing

Josh London
CMO, IDG
@joshdlondon
IDG

In this eight-minute video, IDG Chief Marketing Officer Josh London discusses IDG's recently launched global brand campaign. He touches on the research that influenced the campaign's direction, the purpose and goals of IDG's brand architecture and how the company reaches technology buyers with Insights, Intent & Engagement.

IDG Poland's annual security conference grows audience, revenue

With no security brand of its own, company partners with industry associations for guidance, support

IDG Poland recently held the ninth — and most successful yet — edition of its annual security conference for local IT security managers and specialists, CSOs, IT audit managers, CIOs and compliance managers. The Security Management and Audit Forum, or SeMaFOR, is organized by IDG Poland in partnership with the Polish chapters of two major industry associations: the International Security Systems Association, known as ISSA Polska, and ISACA Warsaw Chapter.

Partnering with these two well-established groups, both of which have chapters around the world, has been a key to SeMaFOR's success, noted **Sebastian Watras**, events director at IDG Poland. Because IDG Poland does not have a security title and, hence, staff who are immersed in the field of security, it created a conference board to oversee this event that is composed of representatives from these two organizations and several other security professionals who have broad knowledge, experience and contacts in the security industry. "They help us with the program design, finding and evaluating speakers and by promoting the event to their members and colleagues, which, this year, accounted for approximately one-third of the audience."

Held at the National Stadium Conference Center in Warsaw, SeMaFOR has established itself as one of the most important IT audit and security events in Poland, Watras said. Spanning two days, the conference is organized in three tracks: IT audit, information security management and technical aspects of cybersecurity.

Attendees paid on average 250 euros (US$282) to attend and accounted for approximately 55% of the event's revenue, with 18 sponsors making up the remaining 45%. All told, there were some 370 attendees, including sponsor representatives, speakers — around 40 — and invited guests, Watras said. "This was our best SeMaFOR event to date, in terms of number of attendees and revenue."

This year's edition of SeMaFOR achieved record results in both revenue and number of attendees.

*At the opening ceremony for SeMaFOR (l-r): **Sebastian Watras,** Jacek Skorupka from ISSA Poland and Robert Wierzbicki from ISACA Warsaw Chapter welcomed attendees.*

Attendees and sponsors alike provided very positive feedback, with attendees evaluating the content, organization and venue 4.1, 4.3 and 4.5 (out of 5), respectively, and sponsors especially pleased with the caliber and size of the audience, Watras said.

New this year was the addition of a CSO of the Year award, presented on the final evening of the conference. The inaugural competition attracted eight entries, and Watras said they decided to present five runner-up awards in addition to the one winner to reward achievement and encourage more entries for next year as well. "This was the first award of its kind in the Polish market and it really helped with spreading the conference buzz," Watras said.

For more information, contact Sebastian Watras. ■

To create additional buzz for its SeMaFOR conference, organizers this year added an awards program to honor outstanding achievement in the field of security.

OneonOne

Michael Friedenberg

IDG

The CEO of IDG is this week's columnist. Reach him at michael_friedenberg@idg.com.

Q Can you give us a brief update on how we ended the first half of the fiscal year and how the third quarter is shaping up so far?

A So far the year is a tale of two cities. At the year's mid-point, we find ourselves $1.5M off plan due to a very weak Q216. Unfortunately, the U.S. is soft with IDG Enterprise, IDG Tech Network/IDG Consumer & SMB, IDG Connect U.S., IDG List Services, and the CIO Executive Council all performing below plan. The main culprit in the U.S. continues to be revenue, with the U.S. off -9% for the first six months. On the flip side, international revenues are up 8% for the first six months, which, in turn, has International profits ahead of plan by over $2M. Congratulations to IDG business units in Germany, Poland, Spain, Sweden, U.K., Australia, China, Korea and IDG Global Solutions, IDG International Publishing Services and IDG Connect International for all exceeding first-half plan.

Turning our attention to the third quarter, current forecasts show softness versus plan as both U.S. and international business units are predicting under-plan results. The U.S. is showing revenue softness primarily in IDG Enterprise and TN/CSMB. This is a mixture of digital display, demand generation and video. On the international front, I think the issues here are phasing and some level of conservatism, as we placed a heavier emphasis on the second half of the fiscal during the budget process. Hopefully, the positive momentum will only continue to build internationally and we will see improved P&L results.

The good news is that our customers' marketing budgets are stable and that they want to do business with IDG. We just need to elevate and accelerate our commercial focus to capture our fair share of the opportunity. It is clear that when we sell strategically and focus on the client side, we are winning larger deals. We need to continue to place our focus on agencies for digital display dollars — either direct or programmatic — but clients are driving the key buying decisions around demand generation, events and custom marketing solutions. I am confident that with our talent and portfolio of offerings that our second half will perform stronger that our current forecast. I encourage business leaders and all employees to maintain a tight focus on revenue and to reach out to the executive team for any help they need gaining access to accounts.

> "The good news is that our customers' marketing budgets are stable and that they want to do business with IDG. We just need to elevate and accelerate our commercial focus to capture our fair share of the opportunity. It is clear that when we sell strategically and focus on the client side, we are winning larger deals."

Q Are there any new brands or products in the works that address the technologies you've been talking about such as cloud, IoT, security, etc.?

A I am very pleased to see IDG Germany launching a number of new programs around DX (digital transformation) and the CMO community. Our business units in Spain, Poland and the Netherlands are doing a wonderful job of diving into security. It would be great to see everyone accelerating into the new areas of IoT, virtual or augmented reality, 3D printing, digital transformation, next-generation security, robotics and cognitive computing for these are the new platforms that will drive future readership interest and, ultimately, grow new revenue streams for IDG.

Q How has the new IDG branding program been received?

A I'm incredibly pleased by the internal and external response to the IDG branding initiative. As the leading global tech media, data and marketing services company that delivers insights, intent and engagement we are able to grow and deepen our value proposition. It is fun to now have comScore report that IDG is the No. 1 tech media company in the world as we reach over 195M uniques. Given our scale and capabilities, it is a terrific time to be at IDG, as anyone looking to reach the most influential buyers of technology has to lean into IDG. The new branding campaign allows IDG to be seen as a branded house rather than a house of brands. This is important because advertisers want to buy premium audiences just as much as they want to buy premium brands. It is still early days, but I am excited about how quickly employees and customers have adopted the new messaging.

Q What are the biggest changes/trends currently affecting media right now?

A At a macro level, other than the fact that Google and Facebook are capturing 85 cents of every new digital dollar, I would say there are four key trends impacting the media landscape right now. First is the issue that "digital display is the new print." eMarketer recently forecast that desktop display in the U.S. will go down by 7% in 2016. This is the first time that desktop digital display is declining. Why? As we have discussed, issues of viewability, fraud and ad blocking are placing incredible pressure on this part of the digital media business. In fact, year to date, IDG's worldwide digital display business is down 11% with the U.S. down 18%. Secondly, the movement from ad networks to ad exchanges is happening in real time. Just as the market expanded from owned and operated to ad networks, we are now seeing that the physical ag-

continued on page 6

Peer-focused CSO event's diverse agenda emulates TED Talks with concise presentations

Exceptional content packaged in a distinctive format — primarily 18-minute sessions — are two key ingredients in the successful formula for IDG Enterprise's CSO50 Conference + Awards.

Held April 18-20 in Phoenix, the event featured executives and technologists who shared their experiences and insights not only in preventing and detecting security breaches but in demonstrating the importance of security programs to senior management and getting their buy-in. The awards recognized 50 security projects and initiatives that demonstrate outstanding business value and thought leadership. Attendees included 209 qualified practitioners — of whom 96 were from honoree organizations (an increase of 43% over last year) — within a total attendance of 295, inclusive of sponsors.

Unlike other IDGE conferences, nearly all of the non-sponsored sessions are presented by current award winners. Since the CSO50 winners are announced just a few months before the event, the short timeframe can be a challenge. "[VP/Content Development & Strategy] **Derek Hulitzky** has to do yeoman's work to get a good agenda organized and finalized," said VP/Publisher **Bob Bragdon**. "We have a three-year history of great content, and with CSO as a trusted brand from the perspective of both CSOs and sponsors, they know we will always deliver a valuable event."

*CSO VP/Publisher **Bob Bragdon** (right) presents a CSO50 award to Viewpost EVP, General Counsel and Chief Security Officer Christopher Pierson.*

Soon after the CSO50 winning companies are announced, IDGE's events team starts onboarding individuals from those companies to present their winning projects. While the order isn't finalized until a few weeks before the conference, potential registrants can preview a roster of topics and abstracts on the agenda page months before the event to see the depth and variety of presentations.

*Some members of the IDGE Events team take a moment to smell the roses after another successful CSO50 event. (L-R): Marketing Manager **Mike Gormley**; Senior Manager, Executive & Custom Client Services **Erica Foster**; Senior Director, Events **Deb Begreen**; Event Content Specialist **Mollie Moran**; Senior Event Planner **Shay Egan**; VP/Content Development & Strategy **Derek Hulitzky**. (Not pictured: , CSO National Sales Director **Mary Hazelton** and VP/Publisher **Bob Bragdon**.)*

Representatives from 28 of the 50 winning projects each had 18 minutes to deliver their presentations, thereby giving the audience exposure to a wide range of projects in a high-value, quick-pace format similar to the popular TED conference series, Hulitzky said. The agenda was organized so that similar projects were grouped together, and a moderated group panel discussion/Q&A session took place after every three or four presentations. Several other award winners discussed their projects at organized lunch discussion tables.

There were also four 30-minute keynotes: two from underwriter sponsors Microsoft and Forsythe Security Solutions and two from other CSO50 winners.

Bragdon said the shift to a new venue also contributed to the event's success. "After two years in Atlanta and one in Florida, we decided to move out west, and Phoenix was a great choice. It has a massive installed base of technology, and, as a result, security leaders. Security is such a hot topic, and that's created a demand for content — because budgets to purchase security solutions have opened up — and solution providers are more willing to invest in programs like this. The providers are all scrambling for those available dollars, and they are having to do so in an increasingly competitive market. This year, they were universally delighted with the conference."

Contact Derek Hulitzky. ■

IDG, IDC employees hone their leadership skills

Managers from IDG and IDC business units in the U.S., Canada, Sweden, the U.K., and the Czech Republic learned more about their management style and how to enhance their leadership skills at the Management Excellence Program in Framingham, Mass., earlier this month.

Organized by IDG Training & Development, the second and final MEP of the year included presentations and workshops led by IDG staff as well as external management development professionals. **Alana Dros**, VP, Corporate HR, outlined the basics of Motivation Factor, a framework for increasing motivation and learning through identifying individual talents and passions and understanding how these contribute to personal, team and organizational goals. She also led a session on situational leadership, which showed attendees how to adapt their leadership style to provide the most appropriate level of direction and support based on an employee's development level related to a specific task.

IDG VP of Technology/CIO **Nancy Newkirk**, GM/SVP IDG Research **Janet King** and IDG Connect General Manager **Andrew Sambrook** spoke about their experiences on a leadership panel. CIO Executive Council Director of Leadership Development **Rari Hilditch** led a session on coaching, pointing out essential elements to have in a communications toolkit. These include asking empowering questions ("What other choices can you make?" "How does that fit into your plan?"), acknowledging what someone is sharing and clarifying what a person means when they use a certain word or phrase.

HR Consultant Saskia van Delft guided the group in a workshop on effective feedback. (see page 6). For another panel, she and U.S. Media SVP/Human Resources **Beth Ramistella**, VP/Human Resources Services Division **Sara Scogland** and employment attorney Dave Wilson of Hirsch Roberts Weinstein LLP helped the group understand the risks associated with a manager role, an individual's responsibilities as a manager and what managers can do to reduce legal risk for themselves and the company.

"The course was fantastically run and hugely worthwhile," said IDG U.K. Head of Marketing **Ash Patel**. "It gave me time to focus on my managerial strengths as well as identify areas where I need to grow. The session I found most useful was learning to give constructive verbal feedback. The discussions after our role play were especially valuable, and I'm looking forward to adopting some of these approaches with my team."

Contact IDG Training & Development Coordinator Jordan Nuerminger ■

*(First row, l-r:) **Debra Becker**, senior director, event marketing, U.S. Media; **Jenny Fahlbush**, VP/corporate marketing, IDG; **Rosa Penalva**, research director, IDC; **Tracey Rauhala**, manager, compensation, IDG; **Gail Fulciniti**, director, product management, IDC; **Melissa Bambauer**, director, worldwide marketing, IDC; **Anna Nilsson**, event director, IDG Sweden; **Brian Clarke**, VP/ technology pricing and financing, IDC; **Richard Bailey**, head of ad operations, IDG U.K. (Second row, l-r:) **Val D'Aquila**, manager, front-end development, U.S. Media; **Kevin Prouty**, VP/research, IDC; **Ruthbea Clarke**, research director, IDC; **Susie Ochs**, executive editor, Macworld; **Suzanne Denton**, manager, sales operations, IDC; **Joe Poye**, sales director, IDC; **Ash Patel**, head of marketing, IDG U.K.; **Roman Maceska**, VP/Research, IDC CEMA. (Third row, l-r:) **Radim Zatloukal**, senior programmer/analyst, IDC CEMA; **Coby Smith**, sales director, IDC; **Kyle Kramer**, VP/video programming, IDG.tv; **Brendan McGowan**, manager, global media bureau and client research, CIO Executive Council; **Dmitriy Perelstein**, group finance director, U.S. Media; **Caroline Keough**, director, program management, IDG Global Solutions; **Kate Davis**, manager, software engineering, U.S. Media; **Ryan Reith**, program director, IDC; **Jess East**, director of sales, Midwest, IDG TechNetwork; **Diego Anesini**, research director, IDC Argentina. (Not pictured: **Mary Anne Daneke**, sales manager, IDC.)*

Four steps to valuable face-to-face communication

HR Consultant Saskia van Delft recently led a Management Excellence Program workshop on effective feedback techniques (see story page 5). Some of the core principles of face-to-face communication include the following:

Bring up the issue or opportunity

- Be direct
- Be specific
- Stay focused on the future
- Get reaction
- Ask: "What do you think of that?"

Describe the impact of desired performance and identify any strengths the employee brings to the challenge

- Specify the new desired behavior
- Discuss benefits to the individual
- Discuss benefits to others (company, team, manager, etc.)

Discuss how to achieve changes

- Explore the employee's ideas for how to achieve desired level of performance
- If needed, refer to ideas you've prepared and put them forward as suggestions
- Ask: "What do you think is involved in doing that? Is there anything that I could do that would help you?"

Summarize the action plan and show confidence in the employee's ability to succeed

- Keep it simple
- Create objectives together with an action plan
- Encourage ownership
- Provide encouragement

continued from page 3

One on One

gregation of sites is moving to virtual automated exchanges. Third is the growing complexity of demand-generation programs. As more and more focus goes to bottom-of-funnel programs like account-based marketing, BANT or SQL [sales-qualified leads], the programs themselves have more complexity and longer delivery timelines. Last is mobile. Other than for Facebook and Google, mobile monetization continues to be the Holy Grail for all media companies.

Q You have said one of the big challenges facing IDG is figuring out the mobile monetization puzzle. What are the biggest challenges?

A The good news is that our mobile traffic continues to grow but not at the expense of our desktop traffic. However, we would like to see IDG monetize this traffic more than we are. Currently, mobile display advertising is clunky at best. The ad formats are not conducive to high-impact engagement, thus most media companies are going down a different path. From an engagement perspective, native and video are showing signs of success. At IDG, we have solutions in both areas but have yet to package them successfully in the market. We will look to do this much better in the near future. The second area of focus is apps. Historically, IDG has invested a lot of money in this area with very little success. We need to better understand what our readers want from us (mobile moments) beyond content that will compel them to download and engage with any app that we develop. Lastly is the area of performance marketing. This is a huge opportunity where we take our best practices being developed around "ComTent" [commercial content] and affiliate marketing and apply them to a mobile environment. **Simon Jary** of IDG U.K. and **Gregg Pinsky** of U.S. Media continue to test solutions in these areas. Overall, mobile is an area we need to focus on and invest in.

> "The second area of focus is apps. We need to better understand what our readers want from us (mobile moments) beyond content that will compel them to download and engage with any app that we develop."

Q What are our advertisers looking for from us?

A At the very core, advertisers want to partner with IDG to deepen engagement and activate and/or accelerate intent with the buyers of technology. The mechanisms to enable this are our premium brands coupled with a data-driven strategy with deep domain expertise in marketing services. By combining our brands, network and exchange with custom capabilities around content, research, social, video and native, we are able to deliver the right content to the right people at the right time to either improve performance or drive purchase.

Q What are some recent successes around the company?

A There are a ton of exciting new developments happening across the company, which the World Update does a phenomenal job in highlighting. To add to the mix, there are a few that have recently caught my eye. The team at IDG China TechNetwork recently surpassed $1M in revenue in Q1. In Q2, they surpassed that total and are now on a run rate of close to $4M for the fiscal year. **William Xu** and team are doing a fantastic job of signing up great partners and working very closely with the IDG TechNetwork U.S. team in New York City to accelerate our RTB [real-time bidding] revenue stream. In Sweden, Webbdagarna just set records for attendance, sponsors and revenue. **Laurie Butson** and team successfully launched IDG Sales University at the International Managers Meeting in Barcelona. As we look to elevate our commercial market position, this training initiative will be imperative to our success. Stay tuned for more as we roll out more sales training programs within the Sales University. From a revenue perspective, IDG Connect and IDG Strategic Marketing Services continue to grow exponentially. I'm very pleased that both organizations are innovating constantly, executing flawlessly and delivering consistent results. Innovation is the lifeblood of IDG, and I am happy to see that it is happening on a continuous basis across the globe. Well done by all! ■

noteworthypeople

New employees

Petrova

The **IDG News Service**'s San Francisco office has hired **Magdalena Petrova** as a video correspondent. Previously an associate producer for WBAL in Baltimore, she produced a three-hour special on Freddie Gray whose death led to racial unrest in the city last year. She earned a B.A. in broadcast journalism and psychology from New York University and enjoys hiking, biking and tennis, "although San Francisco's windy weather may make it a bit hard to hit the ball straight." magdalena_petrova@idg.com

New at **IDC Thailand** is **Ronnachai Leelachat**, senior market analyst, Services. He has more than 10 years' experience in market research in the finance, banking, insurance and IT industries. He holds a degree in applied statistics from Thailand's Assumption University. rleelachat@idc.com

Amador

Peter Amador joins **IDG TechNetwork** as an account director. Previously a sales consultant with a French ad-tech start-up, he holds a B.S. in kinesiology with an emphasis on athletic training from San Diego State University and an M.A. in sports management from the University of San Francisco. He enjoys playing basketball and spending time at the beach. peter_amador@idgtechnet.com

IDC Philippines has hired **Jeiel Alfonso** as an associate market analyst. Previously a research analyst with Asalus Corp., she holds a degree in business economics from the University of the City of Manila. In her free time she enjoys meeting new people and traveling. jalfonso@idc.com

IDC Australia welcomes **Sparshy Saxena** as a senior market analyst with its Energy Insights group. She has more than five years of experience in IT consulting in the oil and gas sectors in India and Scotland. She holds a degree in geology and a management degree focused on the oil and gas sectors from the School of Petroleum Management in Gujarat, India. She enjoys Latin dance, cooking, painting and hiking. srsaxena@idc.com

IDC Philippines has also hired **Eric Perdigones** as an associate technical trainer. He has previously worked as a technical support representatives with Telus Philippines and an inbound sales representative with Serco Global Philippines, he earned a B.A. in secondary education from the Philippines' Rizal Technological University. Away from the office he enjoys watching TV. eyperdigones@idc.com

Previously a logistics training associate with the San Miguel Brewery, **Paolo Consunji** joins **IDC Philippines**' Manila office as a technical trainer. A graduate of Bataan Peninsula State University with a B.S. in electronics engineering, he enjoys beaches, fantasy novels and travel. pconsunji@idc.com

Pinto

Marta Pinto joins **IDC U.K.** as a senior research analyst. Previously with the Innovation Management team at Altice Labs, she holds a degree in political science and international relations from the University of Lisbon. Away from her desk she enjoys dancing and music. mpinto@idc.com

Previously a consultant on user adoption and change management, **Emmy Jonsson** joins **IDG Sweden** as an event project manager for Tech World, CIO Sweden and Computer Sweden events. She studied speech communications and rhetoric at Stockholm University. In her free time she enjoys travel, improvisational theater and hiking. emmy.jonsson@idg.se

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

29

Michael Deutsch *IDC*

22

Jim Sullivan *IDG International Publishing Services*

20

Ann Hall *IDG Australia*
Julie Ross *IDC Canada*
Jim Wescott *IDC Canada*

19

Toby Hurlstone *IDG International Controller's Office*
Avneesh Saxena *IDC Hong Kong*

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Carla Arend *IDC Nordic/Denmark*
Maurizio Vaglietti *IDC Italy*

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Terese Patterson *IDG Corporate Services Group*

13

Maureen Magee *IDC*

12

Xiao-Fei Zhang *IDC*

11

Joyes Lim *IDC Singapore*

9

Eliza Chue *IDG Strategic Marketing Services*

8

Brian Cheon *IDG Korea*
Yun Hwa Choi *IDC Korea*
Marc DeCastro *IDC*

6

Jen Dionne *IDG Strategic Marketing Services*
Ales Langer *IDG Czech Republic*
Anupa Shetty *IDC Center for Consultancy & Research/India*

5

Almotaz Salameh *IDC Middle East, Africa & Turkey*
Balesh Rudragol *IDC India*
Nagendra Shenoy *IDC Center for Consultancy & Research/India*
Chris Pinczel *IDC Canada*

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Delphine Carnet *IDC U.K.*
Donnie Krassiyenko *IDC New Zealand*
Mollie Moran *U.S. Media*
Jason Allard *IDC*

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Karan Dixit *IDC Middle East, Africa & Turkey*
Mohamad Sami Shaikh *IDC Middle East, Africa & Turkey*
Jinju Lee *IDC Korea*
Jocelyn Chua *IDC Singapore*
Sonia Hernandez *U.S. Media*
Sheryl Sholock *U.S. Media*
Matthew Corral *IDC*

1

Mike DeAgonia *IDG Tech Services*
Blair Hanley Frank *IDG News Service*
Anders Lublin *IDC Nordic/Sweden*
Jason John *IT World Canada*
Juan Arenas *IDC Chile*
Bettappa Rajoli *IDC India*
Reza Haryo *IDC Indonesia*
Ed Murray *U.S. Media*
Alison Sapack *U.S. Media*

Customize your IDG Central password

Do you want to change your auto-generated password for IDG Central, IDG's intranet, to something more easily remembered? Click here to connect to the Change Password form. If you don't recall your current password, click on the Forgot Password link.

Contributions welcome

What kinds of content would you like to see in IDG World Update? All employees are invited to send ideas for stories that highlight their business unit's achievements, suggestions for One on One columnists or colleague profiles, or comments about how World Update can be more useful. Write to the editors.

unsunghero

David Hammett

Senior Editor

IDC CEMA

*IDC CEMA Publishing Director **Martin Swingler** named Senior Editor **David Hammett** his team's Unsung Hero. "David's position belies the depth and breadth of his work. He conducts high-quality edits for IDC Middle East, Africa and Turkey, ranging from research studies, proposals and consulting documents to presentations and events materials; oversees and coordinates such activities in the region and provides feedback to editors and analysts. He has also become very active in copywriting for the marketing team and has taken on press-release writing for IDC MEA, a role in which he truly excels. Also, David has set up a system for analysts to provide him with data and text on an array of pre-defined topics, which he then transforms into attention-grabbing, thought-provoking and entertaining articles for two Dubai-based publications — as a ghostwriter of regular columns — and for IDC CEMA's Trend Spotter website."*

Home Dubai (originally from England; joined IDC in 2007).

Title Senior editor for IDC Middle East, Africa and Turkey

Primary job responsibilities My specialization within the CEMA Publishing Group is the creation and management of content for marketing and events across the Middle East, Africa, and Turkey. This includes everything from brochures, newsletters and email campaigns to feature articles, websites and videos.

Three things I do in a day's work
- Draft press releases for upcoming events and recently released research.
- Produce features for national and regional media.
- Edit research reports and conference materials.

What I love most about my job The variety. I'm in a unique position within IDC where I enjoy visibility across all of our output, including consulting projects, marketing initiatives, event collateral and research reports covering the whole spectrum of technologies.

*IDC CEMA Senior Editor **David Hammett** celebrated his ninth anniversary with the company last month.*

A hot-button issue I'm dealing with We're currently producing a lot of content around Digital Transformation and the impact that it's having on businesses and the role of IT in the region.

Latest accomplishment Managing content for a weekly regional newspaper column that has generated a lot of positive exposure and feedback for the company.

Career highlight Working with the marketing department to create a promotional video on the 3rd Platform that was shown at IDC events around the world. We followed this up with a video on Digital Transformation, and I'm currently working on another for IDC's global Leading in 3D initiative.

Interests outside the office I love to travel and play/watch sport — mainly football (the English version), tennis and golf.

What others can't tell just by looking at me I'm a huge Manchester City fan and founded the Dubai MCFC Supporters Club in 2006.

Do you know a person whose quiet contributions help ensure the success of the whole group? Write to [IDG World Update.]()

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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Martin Swingler *IDC CEMA*

IDG World Update

EMPLOYEE NEWS AND INFORMATION

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IDG helps German CE show gain foothold in Chinese market

CE China
IFA
中国深圳电子消费品及家电品牌展
2016年4月20日-22日 深圳会展中心
新闻发布会签到处

IDG China has worked closely with IFA organizers for years, as IDG has been holding concurrent events during IFA's Berlin shows, and the time was right to capitalize on the growing influence of China's retail market.

SEE MORE ON PAGE 5

Also inside

IDG Netherlands uses research to lure client from competitor

One on one: IDC GVP, European IT Research Tom Meyer is this week's columnist

IDG Germany adopts agile management practices

Managers in Munich embark on the Marshmallow Challenge to experience agile principles at work.

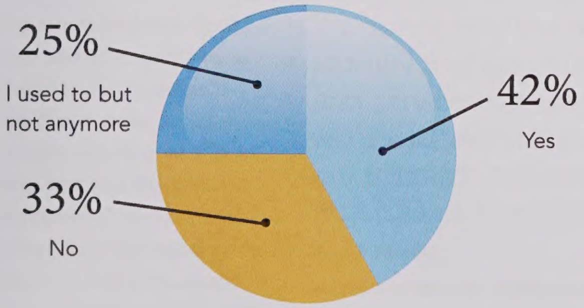
SEE MORE ON PAGE 7

Unsung Hero: U.S. Media Senior Front-End Developer Lise Fracalossi is this week's nominee.

SEE MORE ON PAGE 8

Question of the week results

Do you use any fitness apps?



Log on to www.idgcentral.com to vote on this week's question:

Do you use Facebook's new reaction emojis?

CLICK HERE

Tech & Marketing News from IDG

IDG Corporate Marketing's "Tech & Marketing News from IDG" newsletter aggregates top stories from tech and marketing news sites, including IDG sources. Topics include media, marketing, mobile, social video, the tech industry and press mentions about IDG and IDC. To get on the mailing list, sign up here. Recent selections include:

Snapchat for journalists: a great big guide (Online Journalism Blog)

Social supplants search for content discovery: millennials twice as likely to get news that way (MediaPost)

Will video advertising be the next media bubble to pop? (Fortune)

Axel Springer sets lofty goals in U.S. (The Wall Street Journal)

Android is eating Apple's iOS market share everywhere VentureBeat)

IDG Netherlands lures Cognizant from competitor with research-based solution

Persistence has paid off in a big way for IDG Netherlands, which recently delivered on a significant research-based program for Cognizant that the very satisfied client called, "the research of the year."

But it wasn't easy. IDG Netherlands Managing Director **Maringo Vlijter** and Senior Account Manager **Rogier Warnink** spent four months placing calls to Cognizant Head of Marketing for the Netherlands, Belgium and Luxembourg Johan van Rijn attempting to set up a meeting. "He was reluctant to meet with us," Vlijter said, "because of an existing personal relationship with our competitor, ICT Media, which had been Cognizant's preferred partner."

However, "we really pushed the client — laying out, as much as possible, IDG's capabilities and reasons why they should talk with us," Warnink said. "And after four months, we were finally invited in."

We had an open discussion in order to learn and understand their business and their goals, and we saw an opportunity to capitalize on IDG's research capabilities in order to help Cognizant with its goal of positioning itself as a thought and market leader," Warnink said. "By the end of the meeting, our contact was very enthusiastic and surprised to learn about the breadth of IDG's capabilities, in particular our ability to conduct research on a client's behalf."

Prior to submitting a proposal to Cognizant, Vlijter, Warnink and Strategic Marketing Services Project Director **Annelies Bos** consulted with IDG Research General Manager/SVP **Janet King** and SMS Global VP, Customer Experience **Karen Wilde** for advice on packaging research with content, examples of reports/deliverables and help with sales support. "We had an enormous amount of help from Janet and Karen, who had helped us introduce a research capability in the Netherlands last year," Bos said.

***Annelies Bos** and **Rogier Warnink** shepherded the Cognizant program from start to finish.*

> "Cognizant was impressed with what we offered. It was not only the research, but also the full journey that we could offer as a data, media and services company. From our first meeting, we could see that our contact was very keen on our research options, and he realized the value that IDG as a company could offer."
>
> *Rogier Warnink*

"We talked with them about the best methodology, how many completes [completed surveys] they should target and how to price the program," King said.

Added Wilde, "We also helped by providing context around the value of research, and advice on how to sell it, how to upsell and discussed sales materials and sales tips and tricks."

King noted that the creation of the four regional SMS hubs — Western Europe, Eastern Europe, Asia/Pacific and Latin America — and the alignment of the IDG Research group with the global services function at IDG is making it easier for business units around the world to leverage SMS and IDG Research and drive incremental revenue. "Research does, in fact, open doors and often serves as the foundation for larger content-based programs and lead gen programs," King said.

"Cognizant was impressed with what we offered," Warnink said. "It was not only the research but also the full journey that we could offer as a data, media and services company. From our first meeting, we could see that our contact was very keen on our research options, and he realized the value that IDG as a company could offer."

The program sold to Cognizant was built around custom research that involved both telephone interviews and an online questionnaire, both of which aimed to learn more about the digital strategies Cognizant's customers and prospects were adopting as well as the role played by social media in those strategies. Individuals whose responses were included in the final results included chief digital officers, chief marketing officers, chief transformation officers, heads of innovation and digital strategists. Promised deliverables included:

- 60 interviews: eight in-person/telephone and 52 online.
- A 20-page summary report of key findings.
- A roundtable presentation to discuss the results.

Due to a much-better-than-anticipated response, "we were able to overdeliver on the agreed scope, which was very much appreciated by the customer," Bos said, noting that the final deliverable included:

- 20 face-to-face and telephone interviews.
- 71 completed online surveys.

continued on page 7

OneonOne

Thomas Meyer

IDC

The group VP for European IT Rresearch, Industry Solutions, Insights and Access is this week's columnist. Reach him at tmeyer@idc.com.

> "Earlier this year, the Pan-European Utility Summit successfully focused on best practices and challenges for customer experience. This also shows the tremendous journey IDC Europe has been on to become advisors to senior stakeholders in different customer sets."

Q What is your role at IDC?

A Having been with IDC Europe as part of the Western European regional team for 17 years, I have had the great pleasure to experience interesting and challenging times in the IT industry (e.g. Y2K, Internet boom, financial crisis, cloud, digital transformation) and work with some really wonderful people in Europe and across other regions. I am now responsible for IT Research, Access, Insights and Industry Solutions in Europe, allowing a broad perspective across our client and prospect base, skills needs and growth areas.

Q How has IDC Europe changed during your time at IDC?

A When I started, we were very much organized in small ICT market technology silos servicing vendors and had little relevance to the end-user community. Still, it was a very successful model at the time. More recently, by collapsing some of the research P&Ls and driving a very collaborative culture, we have been able to focus more on the bigger picture driving top-line revenues and profits. Over the past few years in particular, we focused on the transformation of IDC Europe to accelerate growth, increase relevance to customers in their transformation journey, better leverage integration between the different IDC functions (sales, marketing, events, consulting and analysts) and establish IDC as the premier industry analyst employer in Europe. The continued success (e.g. IT Research up 23% in FY15 and up 23% YTD over prior year in profit terms) is clearly down to the whole team pulling together — and pulling in the same direction.

Q How has this had an impact on research?

A We established a number of research practices to enable a more holistic and faster integration of new topics into the solutions portfolio. With team members from all IDC Europe research areas, we initially focused on cloud, big data, digital transformation, mobility and IoT, adding well over €1M (US$1.14M) in revenues during FY15 across consulting and Continuous Information Services (over 30 CISs sold). We are currently looking at the next stage and alignment, for example, with Innovation Accelerator coverage and Spending Guides, which have mainly been driven by our Vision 2020 CIS and adding NextGen Security, Partner Ecosystems and DevOps. At the same time, we have formalized the organizational structure to more quickly incorporate new topics in a campaign format. **Phil Carter**, chief analyst in Europe and VP of the European Infrastructure and Software team, is leading the Research Innovation Board, which includes working groups from all areas of IDC Europe. And we also established the Tracker Management Board to make sure we execute and innovate in the Tracker/Data product lines and link up very tightly with the global team. We will do the same with the CIS Management Board in the near future. Also, we will continue to foster the integration between the Tech and Industry Solutions/Vertical Markets teams to scale vertical and company-size opportunities as well as Spending Guide revenues.

Q What are some examples of successful initiatives with other functions at IDC Europe?

A There are many examples, but there are two that stand out. Over a decade ago, we started running a vendor summit in Munich. Initially focused on market insights and analyst relations functions in the Infrastructure space, we have been able to turn it into an IDC showcase for around 50 senior vendor executives in EMEA. With the support of U.K. sales and marketing we leveraged that experience and during the past few years have produced a series of major vendor events in the U.K.; over the last 12 months there have been four (Mobility, DX, Cloud and Printing/Imaging Industry), driving over €4M ($4.6M) in pipeline and €1.7M ($1.9M) in bookings.

On the end-user event side, we worked with Pan-European event sales and the German conference team to firmly establish the European CIO Summit as a C-Level decision maker event, driving more than €320K ($365K) in revenues.

Q What are the key trends you see impacting customers in the Europe market?

A For the vendor community, it is all about driving relevance of their technologies and solutions and aligning those with the end-user journey on their path to becoming a digital organization. At the same time, they need to continue driving the transactional business, much of which is still in the traditional silos of server, storage, devices, apps, etc. And they need to work with existing and new channels to maintain coverage and reach with existing and new customers. Overall, they are finding that the engagement model with their customers — the end users — is changing.

continued on page 6

IDG Germany adopts agile management practices

Software developers have been using agile methods like Scrum or Kanban for years with great success, and now IDG Germany has broadened that approach by making a commitment to use agile management techniques throughout the rest of the business unit.

Agile methods refer to a disciplined project management process that encourages frequent inspection and adaptation, a leadership philosophy that encourages teamwork, self-organization and accountability, a set of best practices that allow for rapid delivery of high-quality products, and a business approach that aligns development with customer needs and company goals.

> "Agility is at the heart of every part of IDG's business, from development to strategy, from custom solutions to lead gen, from editorial to finance. To learn the basic principles to drive agility within our business is imperative for all employees. It will drive innovation, effectiveness and foster a culture of continuous improvement."
>
> *Stefan Huegel*

Earlier this year the IDG Germany management team appointed 16-year veteran **Mike Hartmann** to be in charge of the company-wide effort with the new title of VP, Agile & Project Management. Hartmann is familiar with agile concepts from his days as a digital publishing project manager and webmaster, among other roles, and has been informally advising his colleagues about those practices for some time.

"Agility is at the heart of every part of IDG's business, from development to strategy, from custom solutions to lead gen, from editorial to finance," said IDG Germany CTO **Stefan Huegel**. "To learn and understand the basic principles to drive agility within our business is imperative for all employees. It will drive innovation, effectiveness and foster a culture of continuous improvement. Putting somebody like Mike in charge of agile matters was key for establishing agile thinking and acting at IDG Germany."

"Last year was not easy due to the massive restructuring within our company," Hartmann said. "IDG Entertainment was sold, there were layoffs, but, most importantly, our B2B and B2C units began working together more closely, especially in sales and development. But this reorganization offered a chance for a shift in the way we think and work. Our market keeps changing faster and faster. Agility and agile principles are key building blocks to thrive in this landscape. It's essential to have a drive to experiment, to constantly challenge yourself and a thirst to always improve."

Mike Hartmann *would like to hear from colleagues who are interested in sharing ideas about agile management practices.*

Since most of IDG Germany's business is based on complex programs that involve some combination of the editorial, events, marketing, development and other departments, Hartmann said the company needed a comprehensive way of tackling projects that everyone could use. This is especially critical for resource planning, as often the development team is called on for multiple projects and needs to allocate resources to meet specific timeframes.

To enable IDG's management team to experience agile principles in an entertaining way, Hartmann guided them through an agile exercise at their March meeting (see story p. 7). During the next few months, he plans to run several more exercises, especially for teams that involve more than one department.

Implementation is still in the early phase, with people still buying into the new system. Hartmann has been helping teams learn how to employ agile practices, so he sits in on meetings to find ways to improve the team workflows, makes suggestions and moderates if conflicts come up. He may act as a stakeholder manager in planning meetings or the daily updates, while at other times he serves as the project manager.

"Agile is a process, not a target or a status," he emphasized. "It's a hard journey — more like a backpacker tour than a trip on a cruise ship. But I am positive in the end we'll be better than ever."

Contact Mike Hartmann with comments or questions regarding agile outside of the development area or if you would like to be part of an informal group to talk about this topic. ■

Agile at work

One of the main hallmarks of agility is the constant effort to inspect and adapt. IDG Germany VP, Agile & Project Management **Mike Hartmann** offered a few best practices:

- Always closely measure the things you do and constantly ask yourself how can it be made better. Sometimes making something better even means to stop doing it altogether.
- It is better to make lots of little steps (iterations) than a few large leaps, because you can more easily change course with smaller steps than with large leaps.
- Maintain an open feedback culture — not only once a year through an anonymous form but face-to-face on a regular basis. In Scrum this is called "retrospective." Those retrospective meetings are used by the teams to define tools and methods to improve things and then constantly monitor the success of those methods.

German consumer-electronics trade show gains foothold in Chinese market with IDG's help

When German IFA consumer-electronics show organizer Messe Berlin decided to launch an edition of its enormously popular trade show in China it called on IDG China to help organize the event. The inaugural Consumer Electronics (CE) China was held last month in Shenzhen and drew 200 exhibitors.

"IDG China has been working closely with IFA organizers for many years," said IDG China Vice President **Jennifer Xu**, "as IDG China holds concurrent events during IFA's Berlin shows. Since IDG is the world's leading IT publishing, market research, exposition and conference company, when IFA began plans to launch the event in China, it invited IDG to be CE China's co-organizer."

Xu said the growing influence of the Chinese market was why IFA decided to launch its trade show there. According to IDG statistics, China's consumer electronics industry grew by 5% from 2014 to 2015, to US$281.1 billion. The value of China's retail market is expected to reach $4.2 trillion in this year.

"The idea for Consumer Electronics China really came from our many Chinese partners here at IFA, who asked us time and time again whether we could organize a similar show that was focused on China," said IFA Executive Director Jens Heithecker. "We built on our many years of close cooperation with China's consumer electronics and household appliances industry, as well as our partnership with key retailers to make CE China a success."

IDG Germany also played a role in bringing IFA to China, according to IDG Germany President and CEO **York von Heimburg**.

CE China
INTERNATIONAL BRAND SHOW
FOR CONSUMER ELECTRONICS

"I have a very close relationship with Jens Heithecker as IDG Germany publishes the daily show newspaper, IFA News, for the Berlin event. When [former IDG Communications CEO] Bob Carrigan once visited Berlin we met with Jens, and he told us that he wanted to take IFA to China. We said IDG could help him, and Bob talked to IDG China."

On display at the huge Shenzhen Convention and Exhibition Center were consumer electronics, home appliances, intelligent hardware, home entertainment systems and mobile phones. While attendance figures have not yet been made available, organizers said that the three-day show was designed to appeal to consumer-electronics dealers, manufacturers, everyday consumers and members of the media. More than 400 journalists from 50 countries attended; more than 100 of them came from China alone.

CE China
IFA
中国深圳电子消费品及家电品牌展
2016年4月20日－22日 深圳会展中心
新闻发布会签到处

Among the IDG China team who worked on CE China were Vice Director of IDG South China Region ***Cindy Lang****, Account Manager* ***Linda Cao****, Project Manager* ***Nicole Wu****, Account Manager* ***Paige Ye****, Administrative Manager* ***Jan Zhang****, Project Manager* ***Olina Deng****, VP* ***Orient Zhu****, Managing Director of IDG South China Region* ***Yolanda Chi****, Account Manager* ***Amber Chen****, Cashier and Project Assistant* ***Massine Ma****, Brand Marketing Manager* ***Beverly Yang*** *and Project Manager* ***Karvin Wen****.*

Xu said CE China took nearly eight months to plan, with more than 20 IDG China employees working on event management, exhibition sales, exhibition design and construction, publicity and forum organization.

IDG China held two forums during CE China. The first, Global VR/AR Trends, brought together top experts and entrepreneurs in the virtual reality/augmented reality industry to discuss where the VR/AR industry is headed.

The second was the Global Creative App Development Competition, "a brainstorming salon," Xu said, for app developers from Shanghai, Beijing, Chengdu, Guangzhou and Shenzhen to share opportunities, skills and prospects in app development.

"CE China met and exceeded all our expectations," Xu said, adding that there will be future CE Chinas but dates have yet to be determined.

For more information contact Managing Director of IDG South China Region Yolanda Chi. ■

noteworthypeople

New employees

Bhambwani

New at **IDC Center for Consultancy and Research** in India is Market Analyst **Lalit Bhambwani** who will be tracking IT Services deals and creating and updating company profiles. He was previously a business development analyst with Zinnov Management Consulting and holds a post-graduate degree in marketing from Bangalore's Dayananda Sagar Business School. He enjoys playing cricket, guitar and chess. lbhambwani@idc.com

De Bhaumik

Manali De Bhaumik joins **IDC India** as a senior market analyst. Most recently a market share and intelligence analyst with Hewlett-Packard, she holds a master's degree from West Bengal University of Technology. Away from the office she enjoys movies, reading and travel. mdebhaumik@idc.com

New at **IDC Thailand** is Associate Marketing Analyst **Montira Panyachatraksa**. Previously a delivery control and shipment planner with Sri Trang Agro-industry Public, Ltd., she holds a B.A. in entrepreneurial economics from Bangkok's Kasetsart University. In her free time she enjoys reading, exercise and playing the guitar. mpanyachatraksa@idc.com

New at **IDC Malaysia** is Syndicated Program Manager **Sheila Zainan**. She has 14 years of experience in the education, IT, health care and green technology industries and earned a B.A. in business administration from Widener University in Chester, Pa. In her free time she enjoys reading and spending time with her family. szainan@idc.com

IDC Philippines has hired **Princess Esguerra Tolentino** as an associate research editor with its Publishing Services and Technology team. Previously a content producer, branding coordinator and university publication editor, she has four years of editorial and managerial experience in print and online publishing. She holds a B.A. in international studies from the Philippines' Xavier University — Ateneo de Cagayan and enjoys movies, novels and hiking. ptolentino@idc.com

McCarthy

IDG Enterprise has hired **Devon McCarthy** as an event content specialist; she will be managing speakers and agendas for the CIO Perspectives series. She was previously an activities group coordinator with TJX. She earned a B.A. in communications from Framingham State University and an MBA in marketing from Bentley University's McCallum Graduate School of Business. Away from her desk she enjoys crafting and reading. dmccarthy@idgenterprise.com

Carbrey

IDC California has hired **Frank Carbrey** as a sales director. Previously an account executive with Teradata, he holds an MBA from the University of Bridgeport in Connecticut. In his free time he enjoys hiking and outdoor activities. fcarbrey@idc.com

Wood

Previously a compensation consultant with Fresenius Medical Care, **Zuania Wood** joins **IDG** as a compensation specialist, working on annual merit cycles, salary surveys and providing market data and analysis to human resources business partners. She holds a B.S. in hospitality from Cornell University and an MBA from Simmons College. She enjoys working with the Girls Scouts, salsa dancing and Pinterest. zuania_wood@idg.com

continued from page 3

One on one

For end-user executives (tech leadership and LoB), the focus is very much on advancing along the Digital Transformation Maturity curve (and underpinning elements such as dev-ops, customer experience [CX] and information management). Particularly on the tech leadership side, we see the roles increasingly converging between the chief information officer, chief innovation officer, chief digital officer, chief data officer and chief technology officer. For the major pan-European summits this year (topics are decided with the end-user advisory boards), the LoB focus in Paris in May is on digital transformation and the CIO Summit in September is all about CIO leadership. Earlier this year, the Pan-European Utility Summit successfully focused on best practices and challenges for CX. This also shows the tremendous journey IDC Europe has been on to become advisors to senior stakeholders in different customer sets.

Q What's next for IDC Research in Europe?

A First, the focus will remain on alignment across the organization to drive customer relevance and growth initiatives. Underpinning this, we need to pay close attention to career development, making sure we attract and retain high-performing talent by providing an environment that is interesting, open, collaborative, challenging and allows people to learn and develop through mentoring and training.

We will continue and extend some of the initiatives. The vendor summits have a new addition in June with the Profit Pools Executive Vendor Summit in London. This will focus on the Innovation Accelerators (robotics, IoT, 3D printing, cognitive, augmented/virtual reality, next-gen security) and where we believe end-user budgets will be spent in the next few years, working with vendor executives in a workshop format to determine where they can expect the most growth. We will continue to collaborate and solidify the end user Pan-European Summits around topics such as digital transformation, customer experience and information management for stakeholders (CIO, CTO, CDO, CMO) and verticals (e.g., Utility Summit, Manufacturing Summit) aiming to drive €1m ($1.14M) in direct vendor sponsorship revenues and expand sales to end users over the next two years.

The Insights businesses in the main are showing a good performance, and we need to leverage our capabilities more, especially given the investment in sales and consulting. Our customers are going vertical, so we need to make sure we pick up the opportunities.

Currently, our business remains very solid and continues to grow across the core portfolio of servers, devices, software, etc., and topics such as digital transformation, cloud, partnering and workplace of the future. In order to stay relevant, we need to swiftly work smarter and transform to scale new opportunities from Spending Guides to drones to cognitive. In terms of campaign themes driven by the Research Innovation Boards over the next six to nine months, security and data protection, industry clouds and the emergence of new ecosystems will be the major focus. ■

Of managers and marshmallows: an exercise in agile principles

(L-R): IDG Germany CEO **York von Heimburg**, VP/Sales **Sebastian Woerle**, VP Engineering **Thomas Rotter**, Sales Director **Stefan Wattendorf** and Director, Media Strategy & Marketing **Karsten Linde**.

As part of his effort to educate IDG Germany staff about agile management principles (see story page 4), VP, Agile & Project Management **Mike Hartmann** asked for a slot during the company's monthly management meeting related to "agile" but didn't reveal to anyone what he was going to do.

(L-R): B2B Editor-in-chief **Heinrich Vaske**, Director of Events **Susanne Schubert** and HR Director **Christine Zwinger**.

Rather than listening to another round of the usual Powerpoint presentations, the group was asked to take on the Marshmallow Challenge: four teams had to build structures out of uncooked spaghetti, tape, string and a marshmallow, which had to be at the top of the structure.

The groups had 18 minutes to try to build the highest structure, and each took a very different approach; their efforts were captured on video.

The exercise emphasized four agile principles: build (a prototype); inspect (How stable is it? Where are the weak points?); adapt (find methods to increase height or stability); revise as needed.

"It showed us how important it is to collaborate in an efficient, flexible and energized way. It was gravity and fun at the same time!" Heimburg said. "As with any other change process, implementing agile principles has the best chance of succeeding if it is exemplified by the management team," Hartmann said. "This was a great way to lay that foundation."

Contact Mike Hartmann. IDG Training & Development has also used the Marshmallow Challenge for team building, problem solving and other exercises. For more on how to implement the activity, contact VP/IDG Training & Global Development Laurie Butson.

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

26
Adele Lee IDC

19
Matthew Bennett IDG U.K.

17
Lionel Lamy IDC U.K.

16
Thomas Heim IDC
Bill Rigby U.S. Media

15
Leigh Mills IDG Corporate Services Group

14
Rosa Penalva IDC Latin America
Giacomo Laurini IDC Italy

12
Norihiko Seki IDC Japan
Jed Scaramella IDC
Carrie Mathews CIO Executive Council

11
Koichi Sato IDC Japan
Alan Louie IDC

10
Maureen Fleming IDC

8
Christina Richmond IDC
Adil Shahzad IDC India
Rathina Sabapathy IDC India
Rob Rebecchi IDG Technical Services Group

6
Christian Lachawitz IDC CEMA

5
Chanelle Tan IDG Australia

4
Tom Schmidt IDG Strategic Marketing Services

3
Duane Thompson IDG U.K.
Eileen Gengan IDC South Africa
Pressiana Sokolova IDC Bulgaria
Nina Turner IDC
Mark Hachman U.S. Media

2
Reinaldo Sakis IDC Brazil
Sophia Russi IDC Germany
Mathieu DesJardins IDC
Anthony Polcino U.S. Media
Nikki Bayiates IDG Corporate Sales

1
Veena Doekhie IDC Netherlands
Michael Loffelmann IDC CEMA
Michael Townsend IDC
Rahul Pandey IDC India
Sohini Dey IDC India

continued from page 2

IDG Netherlands

- A 30-page report
- A roundtable presentation.

"We had a huge response to our online survey," Bos, said, noting that they whittled down the 388 responses to the 71 that matched Cognizant's client wish list.

"Cognizant was so pleased with this program that they now want to amplify the results in the market, and we are now talking about a content and TAP-based program," Warnink said. Among the ideas being considered are a second roundtable, online activities and custom content articles. In addition, based on the outstanding results of this program, the company is now in talks with Cap Gemini and Tele2 regarding research-based programs.

"Research is the conversation starter, it is the rainmaker that creates the opportunity to have a different discussion that opens opportunities in other areas," noted Vlijter. "You enter a new stage, a strategic stage, from which a natural flow grows and blooms into genuine mutually beneficial partnerships. It opens up the unknown opportunity."

For more information, contact Annelies Bos. ■

unsunghero

Lise Fracalossi

Senior Front-end Developer

IDG Digital Media Group

*U.S. Media Manager, Front-end Development **Val D'Aquila** named Senior Front-end Developer **Lise Fracalossi** her team's Unsung Hero. "Lise is one of the most flexible, resourceful developers I've ever had the pleasure of working with. Whatever kind of task you throw at her, she figures out the right questions to ask to move forward and come up with the solution that makes the most sense. Her talents haven't just benefited U.S. Media; she recently put in place a framework for testing different methods of reducing the usage of ad blockers on our sites, which IDG U.K. was able to leverage."*

Home Lunenburg, Mass.

Primary job responsibilities I do front-end web development for most of the IDG Enterprise and CSMB websites, as well as the Apollo CMS that underlies them. Generally, this means taking a feature that has been outlined visually by our UX design team and whose structure has been built by our back-end developers and fine-tuning it into something we're proud to show to our editors and readers.

Three things I do in a day's work Usually I'm either working on fixing bugs on our CMS or websites or working on building out a new feature — sometimes both at once. I spend a lot of time writing code, answering questions from stakeholders and product/project managers, and collaborating with our UX and back-end teams.

What I love most about my job It's constantly changing. While fundamentally I'm doing the same work as when I started in 2010, it looks incredibly different — different technology stack, tools, requirements, etc. As someone with a high need for novelty, this means I never get bored.

A hot-button issue I'm dealing with on the job We're learning how to deal with ad blockers, which an increasing number of our readers use and which is obviously a problem for our ad revenue. We've been experimenting with different appeals to convince users to turn off their ad blockers without ruining their experience on our sites.

*IDG Digital Media Group Senior Front-end Developer **Lise Fracalossi** joined IDG in June 2010.*

JOE MOLA

Career highlight Probably the thing I'm most proud of involves the ad blocker appeal mentioned above. Using code I engineered, we were able to lower the rate of ad blocking in our test audience by 20% on sites like ITWorld and Greenbot.

What I'm doing to be a better employee I'm always trying to learn something new, for instance some new technology, such as Flexbox, that I can then turn around and use on our sites. The resources IDG provides like Code School and lynda.com are great for keeping my skills up to date.

Interests outside the office I'm a big fantasy nerd, and outside the office I read and write science fiction/fantasy, live-action roleplay and play too many video games.

What others can't tell just by looking at me I'm the proud owner of a realistic plush chicken.

Do you know a person whose quiet contributions help ensure the success of the whole group? Write to [IDG World Update](#).

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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IDG World Update

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Webbdagarna Academy draws on synergy with conference series

WEBBDAGARNA
ACADEMY

IDG Sweden's Webbdagarna Academy is an outgrowth of its popular "Web Days" events and generates revenue as a leading school for anyone interested in learning about digital topics.

SEE MORE ON PAGE 2

Also inside

One on one: IDG TechNetwork VP Jess East

On the job: European Head of Advertising Operations Richard Bailey

IDG Wellness at Work programs deliver benefits on and off the job

Business unit staff meet to share commercial content, third-party revenue strategies

SEE MORE ON IDG CENTRAL

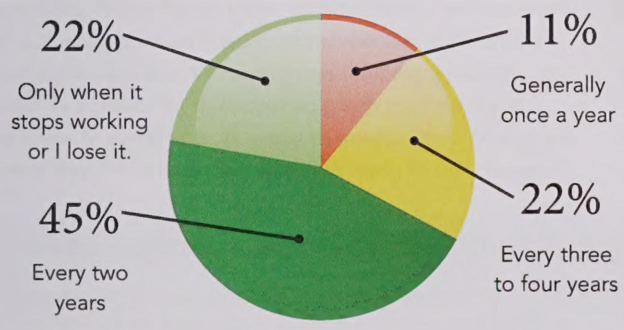
CMO Perspectives
9 Videos

IDG CMO Perspectives provides insight into the state of marketing from leading business executives.

SEE MORE ON IDG TV

Question of the week results

How often do you upgrade your smartphone?



Log on to www.idgcentral.com to vote on this week's question:

Do you use any fitness apps?

CLICK HERE

Tech & Marketing News from IDG

IDG Corporate Marketing's "Tech & Marketing News from IDG" newsletter aggregates top stories from tech and marketing news sites, including IDG sources. Topics include media, marketing, mobile, social video, the tech industry and press mentions about IDG and IDC. To get on the mailing list, sign up here. Recent selections include:

Now it's The Wall Street Journal coming for ad-block users
(Digiday)

Time spent searching declines as mobile overtakes desktop
(MediaPost)

The future of digital lead generation
(TechCrunch)

'Another way to tax': Publishers scoff at the Adblock Plus micropayment scheme (Digiday)

Readers pay for digital news when you sell the value
(News Entrepreneurs)

Webbdagarna Academy synergizes with IDG Sweden's Webbdagarna events

In just over a year, IDG Sweden's Webbdagarna Academy has become a leading school for anyone interested in learning about digital topics from e-commerce to analytics to filming with an iPhone or iPad.

"Together with Sweden's best course leaders and authorities from the digital arena, we organize innovative, in-depth and instructive day-long courses with a maximum of 15 participants per session at IDG Sweden's offices in Stockholm," said **John Sundström**, Webbdagarna Academy marketing manager. "We take inspiration from our digital- and business-focused Webbdagarna ["Web Days"] event series and turn it into concrete knowledge that lifts students and their businesses to new levels."

Webbdagarna Academy was launched in January 2015 as Internet World Academy since Internet World is the host of the Webbdagarna event. Sundström said the name was changed because the Webbdagarna brand has become more well-known in Sweden than Internet World. "Also, we wanted to be consistent and use the same brand identity for all our live events, no matter the size," he said.

Sundström runs the Academy with InternetWorld Executive Editor **Katarina Strömberg**, who develops the course content (and teaches the most popular and profitable course, "How to write copy for the Web.") Sundström said the Academy brings in experts from other companies to teach most of the courses. "These experts are responsible for the course content and the delivery of it throughout the day," he said.

Most of the Academy's instructors are Webbdagarna speakers. At the March event in Stockholm, "we had eight of our instructors on the schedule," he said. "When our instructors speak at Webbdagarna their presentations also work as a teaser for their course, which inspires the attendees to enroll later as a way to deepen their skills. It's a great way for us to collect qualified leads to our courses."

Course fees run from 5,450 to 6,450 krone (US$675 to $800). Webbdagarna event attendees receive a discount of 500 krone ($60). There were 10 courses offered in February over several days ("At most, we do three classes per week," Sundström said.) Those classes were repeated in April and May. "We constantly develop and launch new courses with the new topics based in part on data we collect from our websites and events. We hope to offer even more classes later this year," Sundström said.

WEBBDAGARNA
ACADEMY

Webbdagarna Academy Marketing Manager ***John Sundström*** *and InternetWorld Executive Editor* ***Katarina Strömberg****.*

According to Sundström, the Academy is not only is an effective way for IDG Sweden to make money at very low risk, "it's also a great way to develop deep relationships with the students, since they come to our office, and we have the opportunity to have lunch and coffee with them throughout the day. This makes it far easier to sell them tickets to a Webbdagarna event after the course because we've met them face to face. The synergies between our large events and small courses are huge since the target groups are very much the same."

The academy is also a way for IDG Sweden employees to develop their own digital skillsets. "Every time we have a spare seat, someone from the office sits in, about 15 colleagues so far this year," Sundström said.

For more information contact John Sundström. ■

Webbdagarna Academy's 2016 class lineup

In addition to the courses below, **John Sundström**, Webbdagarna Academy marketing manager, said he plans to add courses on Wordpress, content marketing strategy and crisis communication with a focus on digital channels.

How to Create Video With the iPhone and iPad
Introduction to Ecommerce
Conversion Optimization
How to Write Copy for the Web
Introduction to Google Analytics
Google Analytics: Certification Course
Introduction to Marketing Automation
Social Media Strategy and Marketing
Search Engine Optimization
Search Engine Marketing (Google AdWords)
How to Present On Stage (Fundamentals in Rhetoric)

OneonOne

Jess East

IDG Tech Network

IDG TechNetwork's director of sales for the Midwest is this week's columnist. Reach him at jess_east@idgtechnet.com.

> "When you present the full strength of IDC, IDG Enterprise and IDGTN capabilities to an advertiser, they look at you as a strategic consultant to partner with instead of a sales rep who is just pitching in a vacuum."

Learn more at IDG Sales University

Listen to Jess East's webinar about IDG TechNetwork, as well as other product spotlights and market updates, on the IDG Sales University page on IDG Central.

Q What is IDG TechNetwork's mission, and how has the business unit evolved since its inception?

A IDG TechNetwork provides first-to-market advertising solutions for technology marketers with one goal in mind: keeping our clients one step ahead of the rapidly evolving digital market. We are experts in identifying and reaching all segments within the technology marketplace and take pride in connecting marketers with the largest and most enthused technology audience across the web.

Aside from substantial product and revenue growth, our product capabilities have evolved with the marketplace to stay ahead of our competitors with our technology offering. The IDG TechNetwork launched as a vertical technology network monetizing inventory on behalf of outside media properties. We are now a multifaceted media operation with the ability to execute a standalone platform for a brand, feed that engine with custom content created by us and tactically scale those messages across the digital horizon—all powered by the IDG TechNetwork. Media buyers have grown to see us as a full-service media partner instead of just an ad network because the solution services we provide are virtually endless within our current media stack.

Q What are the components of IDG TechNetwork?

A Anchored by IDG flagship brands PCWorld, Macworld, IDG.tv, Greenbot and TechHive, our network of vetted publishers empowers advertisers to reach engaged audiences at scale without sacrificing quality. Advertisers can access audiences across hundreds of our premium publications, which educate, entertain and facilitate buying decisions at all stages of the purchase funnel. Whether targeting B2C or B2B objectives, we leverage IDG's superior first-party data technologies to surface the most relevant audience segments for our advertisers across a variety of platforms. Our product services include display, mobile, video, custom innovation, lead generation, social media and programmatic, to name a few.

Q What differentiates IDG TechNetwork from its competitors?

A Scale, data, quality and customer service (we recently won a Stevie Award for our customer service).

Q What are TechNetwork's priorities for 2016?

A We're focused on the continued innovation in the areas of video, mobile and programmatic. While display and lead gen dollars drive a greater volume of revenue within our product suite, brand budgets are increasingly shifting to these new environments, and our focus is on capturing as much of that revenue as possible.

Q How can IDG TechNetwork and other business units create opportunities to work cooperatively to benefit clients?

A I wholeheartedly believe that IDG should beat out our tech competitors every time we pitch for business when a request for proposal asks that we come together across business units. At IDG TechNetwork, we believe that working collaboratively with our IDG peers can create opportunities for bigger budgets with longer returns. To work successfully with the other business units, you need a willingness to collaborate on product capabilities, client interaction and budget allocation. Recognize that cooperation, not competition, will lead to greater wins because clients often view us as one IDG organization and not our brand segmentations. From there, continued communication between sales reps to develop a sustained alignment in working with the advertiser is an imperative. I had great mentors who taught me that early in my career at IDG, and it has undoubtedly resulted in exponential revenue growth for my region. When you present the full strength of IDC, IDG Enterprise and IDGTN capabilities to an advertiser, they look at you as a strategic consultant to partner with instead of a sales rep who is just pitching in a vacuum.

Q What are some ad network trends that are affecting IDG TechNetwork?

A Budgets are definitely moving towards the programmatic bidding model instead of doing direct deals. I still think there are a lot of digital buyers who would rather buy direct because they like our managed service that comes along with a direct deal vs. automated executions. Even if machines are facilitating all of the transactions two years from now, you will still need the human element and art of defining your audience to help advertisers understand how to reach their target market. Regardless of where the future

continued on page 7

Job Spotlight

On the job: European Head of Advertising Operations

The past few years have seen huge changes in the media space. These changes have resulted in the creation of new jobs with unfamiliar-sounding titles and the retooling of old jobs to incorporate new skills and ways of doing business. IDG World Update's occasional Job Spotlight series is designed to provide insight into what our colleagues are up to.

Name Richard Bailey

Title European Head of Advertising Operations, IDG U.K.

What a European Head of Ad Ops does

My primary role is managing a team of digital media coordinators and strategists who together handle all of the direct online advertising campaigns for IDG's seven European business units (U.K., Germany, Sweden, the Netherlands, Poland, Spain and the Czech Republic). Each campaign needs to go through a clearly defined workflow to ensure successful delivery. It's my responsibility to ensure the team functions smoothly, that the processes we've built operate correctly and that every campaign is managed, set up, checked and delivered to the highest possible standard. I am also involved in exploring solutions and services that have the potential to enhance/improve ad operations, as well as building strategies to combat challenges that online advertising faces such as viewability and ad blocking.

The services I deliver and who my primary customers are

We provide an advertising operations delivery service: the management from start to finish of all online campaigns that the various European sales team sell onto IDG's brands. We view the salespeople of IDG as our primary customer and endeavor to provide them the most effective, efficient service possible. I was originally head of advertising operations for IDG U.K. only and when IDG U.S. began plans in mid-2015 to centralize ad operations for Europe I was asked to head up the team. I built the IDG European Ad Operations hub: recruited the team, built out the necessary processes and workflows, then starting in October 2015 with Germany on-boarded each European country and began managing all their online advertising campaigns.

Key skills required for my job

Advertising operations requires keen attention to detail, with solid technical skills and a strong commercial awareness. An analytical mind that can multitask and prioritize within a fast-paced environment is also important.

A typical day

A typical day doesn't really exist in Ad Ops; every day will bring new challenges and tasks, which help to keep the job exciting. When I'm not interacting with my team, looking at individual requests or campaigns and working together on options and solutions, I'm building and reviewing operational strategies, exploring new solutions to help future-proof the success of online advertising for IDG and interacting with the other business units to ensure all needs and requirements are met.

Best part of my job

Ad Ops is a fast-paced, high-demand environment, which provides a massive challenge every single day. It's never dull, and to see a campaign deliver successfully or a strategy pay off is a real buzz. The variety and the interaction with so many people is also really exciting.

DOMINIK TOMASZEWSKI

*Head of European Ad Ops **Richard Bailey** joined IDG U.K. in 1995.*

Most challenging part of my job

I have very high standards in regards to service, delivery and success and to keep those levels consistent is challenging when there are elements outside of your control. My team is amazing at dealing with challenges head on, with a solid work ethic, professional attitude and a desire to succeed.

Why and how I got involved in this career

My IDG career started in print production, which encompassed managing the advertising pages that went into IDG U.K.'s magazines. The natural progression into online ad operations happened as the company moved further away from print and into online, and my knowledge and skill set in delivering an advertiser's message/campaign onto one of our mediums was a logical fit.

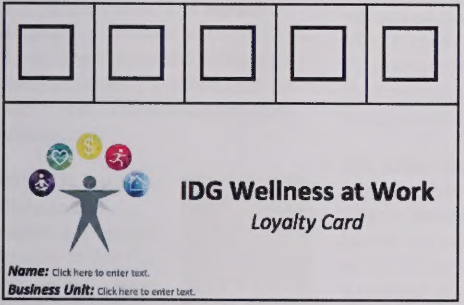
What my colleagues would be surprised to learn about me

My family and I live in a zoo! We have 14 pets: five dogs, three parrots, two chickens, two guinea pigs, a snake and a tortoise. Makes for a busy but fun home life! ■

New series of wellness programs deliver benefits on and off the job

Earlier this year, IDG HR introduced a new program — IDG Wellness at Work — and IDG and IDC employees across the U.S. have embraced it, with more than 200 colleagues in Framingham, Mass., New York City, San Francisco and San Mateo, Calif., taking part in one or more classes to date.

An ongoing series of in-person classes, live webinars and links to podcasts, webcasts, articles, apps and other resources, the initiative aims to increase awareness, provide support and education and offer employees a wide range of wellness resources and opportunities, explained **Jordan Nuerminger**, IDG training and development coordinator.



☐ ☐ ☐ ☐ ☐

IDG Wellness at Work
Loyalty Card

Name: Click here to enter text.
Business Unit: Click here to enter text.

Employees who complete five wellness program offerings are eligible for a prize raffle.

The program launched in February with employees throughout the U.S. receiving an email from the IDG HR outlining upcoming classes that support the goals of health, wellness, stress management and balance. Each month focuses on a different theme with all offerings during that month related to that theme, Nuerminger explained. To date, those themes have included Mindfulness and Meditation (February), Resiliency and Determination (March) and Balance (April). Next up are Commit to Be Fit (May) and Disconnecting from Digital (June).

For the most part, external vendors, such as Om in the Office, MedWorks, AllOneHealth and Ziva Meditation are providing the training, Nuerminger said, "although we do have internal trainers for Career Development and our book clubs." **Alana Dros**, VP, Corporate Human Resources, will lead the Career Development training; IDC HR Business Partner **Moira Keating** and IDC HR Manager **Leah Barton** for the Work/Life Balance Book Club; and IDG Training and HR Specialist **Carolyn Yanuskiewicz** for the Disconnecting from Digital Book Club.

To encourage consistent participation, employees are issued "loyalty cards" (sent with each month's email). Once an employee takes part in five wellness offerings (whether that be attending a live session, listening to a podcast, utilizing a wellness app, etc.) he or she is eligible to receive a reward. Rewards include Fitbit Flexes, Nutribullets and gift cards from Barnes & Noble, Lululemon, Dicks Sporting Goods and Roots and Wings. Employees are eligible to receive one prize per Wellness semester.

Yoga and meditation classes have been popular.

"I signed up for a few of the classes, thinking to myself, 'what is this all about and why not? It can only help,'" said **Patty Gill**, senior credit analyst at IDG, who's first class was Cultivating Mindfulness in Everyday Life. "The first 10 minutes or so I was wondering why I was there, I had a lot to do and didn't have time for this. Well, next thing I knew, the class was over and I left feeling relaxed, less stressed and ready to tackle whatever was on my desk. The instructor was great, she got me to focus on me and the moment." Gill's next class was Stress Less: Learn to Meditate. "Another eye opener for me. I always thought to receive the benefits you have to meditate for 30 minutes or more. Not so — meditating for just two minutes can help to bring down stress levels and help to re-focus. It's not easy to focus and be mindful for one or two minutes, it takes practice. And yes, I am still practicing!"

Gill, who says she is looking forward to yoga this month, added, "I love the fact that IDG is offering these self-help/wellness classes. Thank you to the HR team at IDG for putting this together."

Added **Monica Bennett**, lead client service representative at IDC, "I was very pleased to see that IDG was offering this initiative. It shows that IDG cares about the overall wellbeing of its employees. Bennett said she has participated in two webinars: Got Grit? Remaining Resilient and Balancing Your Home and Work Life. She has also read the book "Overwhelmed" by Brigid Schulte and has just started reading "Unplugged: How to Live Mindfully in a Digital World" by Orianna Fielding in preparation for two IDG book clubs as well as a number of the suggested articles on resiliency. "They all have had great content and I have taken some inspiration and tips from each of them.

"I have started to incorporate some of what I've learned into my work and life," Bennett said. "I'm making a conscious effort to reframe my thoughts from negative to positive. I've learned that our attitudes, both good and bad, are contagious to those around us, so I'm making the effort to be a more positive influence, and I'm also trying to share my new insights with my colleagues who are experiencing similar struggles."

To enroll and view a complete list of the 2016 Wellness at Work offerings, go to Training at the IDG Employee Connection website. For questions, contact Jordan Nuerminger. ■

Go to page 8 for links to webinars, videos and articles available to employees worldwide.

noteworthypeople

New employees

White

Kathy White joins **IDG Strategic Marketing Services'** San Francisco office as a digital content director. She was previously manager of the human resources portal at McKesson, a medical supply and pharmaceutical company with 70,000 employees. She was also previously managing editor at *PCWeek/Inside*. She earned a degree in journalism from San Jose (Calif.) State University and enjoys reading, cooking and hanging out with friends. kwhite@idgcommunications.com

Gelmetti

IDC U.K. has hired **Simone Gelmetti** as a research analyst on the PC and Tablet Tracker team. Previously with Burberry's finance department, he holds an M.S and a B.S. in economics from the U.K.'s Durham University. In his free time he enjoys playing football, travel and mountaineering (in 2013 he climbed Tanzania's Mt. Kilimanjaro). sgelmetti@idc.com

Kuo

IDC Taiwan has hired **Danny Kuo** as a senior market analyst focusing on the software market. He has seven years of experience in media and international manufacturing and has worked at DigiTimes and ASUStek Computers. He earned an MBA from Taiwan's National Taipei University. dkuo@idc.com

Li

Previously an intern with **IDC China**, **Lickey Li** joins the company as a human resources executive supporting recruitment for positions below the role of manager. She earned at MBA from the U.K.'s Sunderland University. lickyli@idc.com

Shi

Also new at **IDC China** is Senior Market Analyst, Custom Solutions **Menglang Shi**. She previously worked at a Canada-based consulting firm in Beijing developing corporate strategies and promoting new marketing solutions for a pharmaceutical group. She earned an MBA in marketing from New York's St. John's University and enjoys running half marathons and drawing. mshi@idc.com

Leung

IDC China has also hired Market Analyst **Jonathan Leung**. He worked at IDC China as a research intern while still at university and then as a contractor with the marketing team. He holds a B.S. in computational neuroscience from Ohio State University and speaks Chinese, Cantonese and English, the latter of which he taught to IDC analysts in his spare time as an IDC intern. jleung@idc.com

Ian Lim joins **IDC Malaysia**'s Consulting team as an associate market analyst. Previously with Ipsos where he was responsible for managing projects in the consumer goods, health care and financial industries, he holds a B.S. in business management from San Francisco State University. Away from the office he enjoys hiking, working out and playing basketball. ilim@idc.com

Also new at **IDC Malaysia** is Corporate Communications Executive **Trista Efendi** who will work with ASEAN country managers and their teams on communications and branding. She was previously head of internal and external communications at Siemens Indonesia and has also worked at two national TV stations in Indonesia. She graduated from Indonesia's Padjadjaran University with a degree in public relations. tefendi@idc.com

IDC Malaysia has also hired **Oh Choon Kit** as a market analyst. He worked for Nielsen for five years before focusing on freelance data entry and reporting and quality control. He earned a degree in finance mathematics from Kolej Universiti Sains Dan Teknologi Malaysia and enjoys going to the gym, kickboxing and movies. ckoh@idc.com

IDC Australia has hired **Supritha Sumathi Kumar** as an associate marketing analyst focusing on printer market trackers for the Australian market. She has experience in IT, manufacturing and sales, holds an MBA from Cardiff University in Wales and is a professional level-2 yoga instructor. She enjoy long-distance running and hiking. sskumar@idc.com

Alex Yuen joins **IDC New Zealand** as an associate market analyst working on the printing and consumables markets of New Zealand and Australia. He was previously treasurer of the Auckland University Students Association, responsible for all aspects of financial management of the incorporated charity; at the end of his tenure he left the association with its first surplus in more than 15 years. He also co-founded and managed the Negative Collective, which develops and delivers film photographic services. He studied economics, finance and history at the University of Auckland, enjoys photography, travel and Turkish cuisine. ayuen@idc.com

Heerim Yeo joins **IDC Korea** as a senior marketing analyst, Telecom, providing research on market size, share and forecasts; vendor analysis and strategies; and distribution channels and end-user segmentation. He has worked in network and security engineering for Cisco, Alcatel-Lucent Enterprise and Juniper. He holds a B.S. in computer science and information engineering from Korea's University of Inha and enjoys hiking and superhero movies. hyeo@idc.com

Also new at **IDC Korea** is Market Analyst, Storage **Deok Woong Lee** who will be responsible for the Storage Tracker program as well as custom research. He was previously a journalist with IT Daily and also worked as a storage engineer with Daesang IT. He earned a B.S. in computer science and engineering from Korea's Pusan National University and enjoys music and movies. dwlee@idc.com

Jacquelynn Lee joins **IDC Malaysia** as a finance executive responsible for daily operations. She previously worked for Only Word Group Holdings Berhad as an account executive. A graduate of Curtin University In Perth, Western Australia, she holds a B.A in commerce and is currently working toward her CPA accreditation. jacquelynnlee@idc.com

IDC Singapore has hired **Shaily Ajay Shah** as an IoT research manager. She has previously worked for Boston Consulting Group, Gartner, Citibank and Frost & Sullivan. She earned a bachelor's degree from Mumbai University and an MBA from the U.K.'s Cardiff Business School. An avid adventure-sports enthusiast, she enjoys bungee jumping, whitewater rafting, skydiving and parasailing. sashah@idc.com

Pandey

Vinod Pandey joins **IDC Center for Consultancy and Research** in Bangalore, India as a marketing executive. Most recently a key account manager with Axcend, he holds an MBA from Bangalore's NIFTE School of Business. He enjoys writing fiction and non-fiction, travel and learning new languages. vpandey@idc.com

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

28
Crawford Del Prete *IDC*

25
Chris Norman *IDG U.K.*

24
Nancy Jonathans *U.S. Media*
Trace Weatherford *IDC*

15
Brian Klatt *IDC*

13
Kyoung-Min Kim *IDC Korea*

12
Anna Boulware *IDG Strategic Marketing Services*
Lynn Holmlund *U.S. Media*

11
Marina Kostova *IDC Bulgaria*

10
Andy Fong *IDC*
Patrycja Dziedzinska IDG Poland

9
Dianna Pelaez *IDC META*
Mitsuhiro Iriya *IDC Japan*
Hirotoshi Asano *IDC Japan*

8
Jayanthan Selvaraj *IDC India*
Pete Longo *U.S. Media*
Jasmine Kim *IDG Korea*

6
Venkatesh Mahale *IDC India*

5
Dolejs Radan *IDG Czech Republic*

4
Peter Mayer *U.S. Media*
Florian Kurzmaier *IDG Germany*
Kate Hoy *IDG Connect*
Dan Swinhoe *IDG Connect*

2
Lilibeth Sangalang *IDC Malaysia*
Bernadette Silva *IDC Singapore*
Jeanine Nicosia *U.S. Media*
Jakob Krhovjak *IDC CEMA*
Katarina Borgedahl *IDG Sweden*

1
Greca Daniel *IDG Corporate Services Group*
Joe Haur Kueh *IDC Malaysia*
Vijay Sundararama *IDC Malaysia*
Rajeev Alanghat *IDC India*
Adjani Nicholson *U.S. Media*
Tracy Beaudoin *IDC*
Catherine Bonner *IDC*
Lisandro Jose Tolentino *IDC*
Georgina Lee *IDG Korea*
Jung Hyun Jang *IDG Korea*
Maria Argyti *IDC Greece*
Maria Maydell *IDG Connect*

Wanted: Your office photos

The Photo of the Day feature on the home page of IDG Central lets you share a quick look at what's happening at your business unit. (Or event something a little out of the ordinary like these unexpected visitors in Framingham. All employees are invited to send photos depicting a little slice of life at the office, at an event, a staff meeting, etc. Send the photo with a short description to idgcentral@idg.com.

Customize your IDG Central password

Do you want to change your auto-generated password for IDG Central, IDG's intranet, to something more easily remembered? Click here to connect to the Change Password form. If you don't recall your current password, click on the Forgot Password link.

continued from page 3

One on one

of buying takes us, I think we are positioned well to evolve with the marketplace as we have always demonstrated.

Then there's viewability – advertisers expect every impression to be "viewable." Senior IDG executives [IDG CEO **Mike Friedenberg**, U.S. Media CEO **Pete Longo** and IDG TN VP Sales and Marketing **Scott Harris**] have armed us well by setting our performance standards high and enabling us to offer advertisers the option to only pay for impressions that are deemed viewable by IAB standards. Based on my observations in market, I don't see a lot of media companies doing that right now.

Q What are TechNetwork's main barriers to continued revenue growth? How will you overcome those?

A There are growing constraints placed on all publishers by advertisers with regards to viewability, ad fraud, bidding channels and the burgeoning ad tech market. This places greater requirements on the supply side while concurrently attempting to suppress CPMs. We can execute on the aforementioned needs and requirements of advertisers, but sales reps will need to educate and effectively communicate our value to ensure we maintain price points that contain favorable margins for the business. Our strength of personnel and ability to innovate has kept us ahead of those barriers and maintained a competitive edge over the market.

> "Our strength of personnel and ability to innovate has kept us ahead of those barriers and maintained a competitive edge over the market."

Q What KPIs are most important to TechNetwork's clients?

A Given our diverse portfolio of products and service capabilities, the primary media objectives will vary by advertiser. Viewability is the current buzz metric among advertisers right now, placing a greater demand on ad serving to ensure clients aren't paying for wasted impressions. ■

More One on One columnists

Recent contributors to the weekly One on One column include:

Damian Madden, the VP of IDG Connect Europe, reviews IDG Sonar and how the high-quality lead service can help IDG's clients.

Dan Vesset, group VP for IDC's Analytics & Information Management Research and Advisory Service, talks about big data, machine learning and data integrity.

Neil Michael, SVP/IDG Global Solutions, discusses key marketplace trends, selling strategically and asking the right questions.

Rich Vancil, IDC Group VP Executive Advisory Group,talks about the changing role of today's CMOs.

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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Wellness resources help physical, mental fitness

Check out these free podcasts, webinars and articles on some of the themes covered in the IDG Wellness At Work Program recommended by IDG HR:

Life Outside the Office
Integrating Work & Life Webinar (Bright Horizons)
How to Finally Achieve Work-Life Balance (Michael Hyatt, podcast)
Forget Work-Life Balance: Aim for Blend Instead (Huffington Post)
Manage Your Work, Manage Your Life (Harvard Business Review)

Resiliency and Determination
Becoming Resilient (Center for Creative Leadership, podcast)
The Science of Resilience and How it Can Be Learned (The Diane Rehm Show, NPR)
What Resilience Means and Why It Matters (Harvard Business Review)
Building Resilience (Harvard Business Review)

Commit to be Fit
Mindful Yoga (MIT, podcast)
30 Days of Yoga – Yoga with Adriene (video)
6 Yoga Exercises You Won't Be Embarrassed to Do at Your Desk (Harvard Business Review)
What You Eat Affects Your Productivity (Harvard Business Review)

Apps to help you stay fit

ShopWell users create personal profiles with their age, gender, health goals, things they find important to their diet, things to avoid and things they're allergic to. Then head to the nearest grocery aisle and scan barcodes. The app gives each item a score; avoid foods with low scores and choose the ones closest to a perfect 100. (iOS and Android)

Sworkit is designed with busy people in mind with high-intensity bodyweight workouts as short as five minutes and as long as an hour. Discover dozens of workouts or customize one. Each workout has easy-to-follow videos and a reps countdown (iOS and Android)

Apps to help organize your personal and professional lives

Sunrise – Can I make it to dinner tomorrow night? OK, let me check my work calendar, my Google calendar, and my Facebook events. This app stops all of the calendar madness by seamlessly integrating them all into one space. You can even connect the app with your Evernote tasks and services like Eventbrite to keep track of the concerts you've bought tickets to. (iOS and Android)

Evernote creates a virtual workspace for both your personal and professional lives where you can make lists, set reminders, take photos, and write notes. It's then super-easy to share any of these posts to keep your family and everyone on your team in the loop. (iOS and Android)

Spotlight: becoming more resilient

- **Clarify your "why**." Find your sense of purpose. Why do you do what you do? What do you value? Being connected to your bigger self or larger mission will help you face life's struggles. Remind yourself of your personal why every day.
- **Give yourself credit**. You have the resources within you to be more resilient. How many times in your personal life or professional life have you already struggled, survived and bounced back? What did you do? What did you learn? Draw on these skills and insights.
- **Stop ruminating**. Focus on where you are and what you are doing now. Don't let your mind drift into worrying about the past or the future.
- **Embrace learning**.Try new approaches, learn new skills, adapt your behaviors — especially when you know old ways aren't working any more. Make an effort to learn each day, and notice when you are open to learning and when you resist it. Why?

thanksto

The editors of IDG World Update would like to thank the following people who assisted with this issue:

Richard Bailey *IDG U.K.*
Jess East *IDG TechNetwork*
Jordan Nuerminger *IDG*
John Sundström *IDG Sweden*

IDG World Update

EMPLOYEE NEWS AND INFORMATION

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PC Welt uses custom PC project to increase YouTube subscribers

Working with gaming enthusiasts popular on YouTube, PC Welt's "PC from Hell" raffle turned into an opportunity to boost PC Welt's own YouTube subscriber lists, adding some 100,000 names in a few days.

SEE MORE ON PAGE 4

Also inside

One on one: IDG Connect VP Damian Madden provides an overview of IDG Sonar

Unsung Hero: IDC Middle East, Africa & Turkey Senior Conference Specialist Rania Mustafa

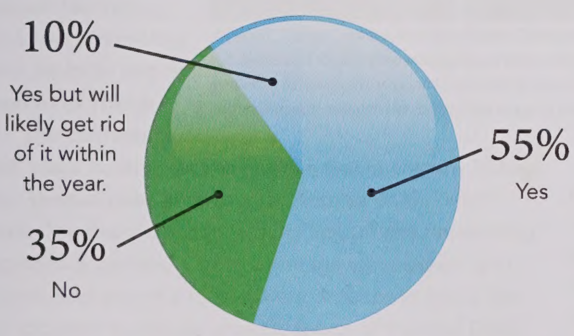
CIO
SUMMIT 2016
TÜRKIYE

IDC's seventh CIO Summit Turkey focuses on peer experiences.

SEE MORE ON PAGE 2

Question of the week results

Do you still have a landline?



Log on to www.idgcentral.com to vote on this week's question:

How often do you upgrade your smartphone?

CLICK HERE

Tech & Marketing News from IDG

IDG Corporate Marketing's "Tech & Marketing News from IDG" newsletter aggregates top stories from tech and marketing news sites, including IDG sources. Topics include media, marketing, mobile, social video, the tech industry and press mentions about IDG and IDC. To get on the mailing list, sign up here. Recent selections include:

What's really killing digital media: The tyranny of the impression (International Business Times)

Bloomberg EIC: Automation is 'crucial to the future of journalism' (Poynter)

Why ad tech needs to wake up before Facebook and Snapchat own vertical video (Digiday)

As social shifts to video, content creators win power and dollars (BuzzFeed)

Adobe sets triggers for programmatic messages (MediaPost)

CIO Summit Turkey 2016 focuses on peer experiences, networking opportunities

IDC Turkey took note of customer suggestions and incorporated new elements into its seventh CIO Summit: more peer networking and presentations during a longer conference and a different venue, while the staff also used new technology to deliver high-impact presentations.

The CIO Summit in Turkey scheduled off-site networking time, and attendees had a chance to tour the Key Museum's vintage cars and a winery.

Some 185 C-level attendees and senior IT executives, as well as six members of the media, came to the event, which was expanded to three days. While the agenda included IDC research on trends shaping the Turkish ICT industry, most of the program was devoted to CIOs sharing their experiences with emerging technologies and digital transformation initiatives.

"Many enterprises in Turkey have started on their digital transformation (DX) journey: 55% have an ongoing DX initiative, 20% are in the planning phase and about 15% are about to start," said Country Manager **Nevin Cizmeciogullari**. "Restructuring the IT department and turning it into an innovation house is of strategic importance to CIOs. To do this, they are setting up research and development units staffed by engineers with cross-technology capabilities who are able to develop solutions and support technology initiatives around big data, mobility and the Internet of Things."

(L-R): IDC Turkey Country Manager ***Nevin Cizmeciogullari*** *opened the conference;* ***Steven Frantzen****, IDC SVP, EMEA Region and managing director, CEMA Region, talked about how to engage, innovate and excel in the digital economy; and IDC Turkey Principal Analyst* ***Melih Murat*** *talked about how companies can move to the innovation stage of their journey through digital transformation.*

The conference took place in Izmir, on the Aegean Sea in eastern Turkey, after several years at a resort in Antalya on the south coast. The event opened with its first off-site networking segment: a half-day visit to a vintage car museum and a lunch and tour of a local winery. Attendees could also get together to discuss specific topics at themed Enterprise Networking Tables during lunch.

IDC Turkey staff used an LED-WATCHOUT system to produce multi-display presentations. "This gave us the ability to use the stage in different sections, and the images produced are excellent quality," said Conference Manager **Serap Tantekin**. The staff also used a professional moderator — a television news reporter — who added extra value to the program and guided the flow of the agenda, Tantekin said. The moderator has also worked at IDC Turkey's IT security and cloud conferences.

The summit included its third annual awards ceremony to recognize those end-user organizations that are blazing a new trail in terms of professional ICT leadership. More than 60 enterprises across a wide range of vertical markets — including government, retail, manufacturing, finance, utilities, professional services, telecommunications, transportation and health care — submitted entries. In addition to a CIO of the Year, "Best Of" winners were chosen in five categories: innovation project, change management, IT governance, business enablement and IT cost efficiency. For the first time, winners were not only recognized at the ceremony but were asked to showcase their projects during the parallel sessions at the conference.

Contact Serap Tantekin. ■

OneonOne

Damian Madden

IDG Connect Europe

The VP of IDG Connect Europe is this week's columnist. Reach him at damian_madden@idg-connect.com.

> "We can analyze our data for the 18-month period prior to campaign launch, with a view to understanding patterns of behavior across a data segment and what those behaviors tell us about purchase intent."

Learn more at IDG Sales University

Listen to Damian Madden's webinar about IDG Sonar, as well as other product spotlights and market updates, on the IDG Sales University page on IDG Central.

Q Simply stated, what is IDG Sonar?

A IDG's Sonar solution is a service that delivers high-quality leads (HQL) to clients (vendors and ad agencies). It is the outcome of a process that involves segmenting our data, analyzing our users' online behavior patterns across IDG Connect and qualifying each opportunity discovered through a dedicated market research interview.

Q Why is it important for IDG to offer this service to vendors?

A The main drivers behind the Sonar concept were in-market conversations during which clients said their demand generation responsibilities were becoming more diverse and their commitment to their internal stakeholders to deliver more highly qualified leads was growing.

There are a couple of trends that have influenced our portfolio of HQL lead gen solutions like Sonar. First, the influence of customer sales teams is growing, and salespeople tend to be very picky and choosy over what they define as a lead. This puts pressure on marketing to deliver more qualified opportunities to their sales colleagues. Secondly, the growth in use of marketing automation platforms is continually improving customers' ability to segment, analyze and nurture their incoming leads in separate streams — with multiple marketers looking for HQL opportunities to complement their existing medium-quality leads and awareness programs. This means that the client sales team can then approach each client in different ways depending on which stage of the buying journey each lead is at.

Underlining all of this is the increase in importance of account based marketing (ABM) to our customers, who are trying to build a marketing universe and a set of conversations that are highly targeted to a set of customers for whom they have identified that their solutions resonate.

The reality for most of our customers is that the buying committee they are want to target is also becoming more complex and diverse, with some surveys saying the average buying group now comprises 16 people. This growth in number of potential technology buyers also means that marketers need to drive more contacts with valuable high-quality insight from accounts of interest.

Q What can you tell vendors about the online history of the potential customers they are targeting?

A Quite a lot of insight comes from Sonar's behavioral analysis stage. We can analyze our data for the 18-month period prior to campaign launch, with a view to understanding patterns of behavior across a data segment and what those behaviors tell us about purchase intent. So we would tell a client how many downloads there have been within a particular account, what subjects were being researched and which asset formats were most popular. We would also look at which technology vendors were most downloaded in a particular account, for example if IT decision makers at American Express were mainly engaging with content from Symantec or Threatmetrix. Another point of interest is download location — what can geo-location of our users tell us about where IT planning decisions are being made?

Q Once a Sonar lead is identified, what kinds of follow-up actions do you take on behalf of your client?

A After the analysis stage is completed, and we have identified what we call " signals" of intent — such as multiple downloads on a topic or a cluster of downloads in one office location — we reach out directly to the relevant decision makers in order to undertake a market research interview, delivered by the most experienced agents at the IDG Direct Intelligence Unit. The goal of this interview is to explore the customers' pain points and technology priorities, assess whether there is a project in the consideration or implementation stage and find out if there is a commercial opportunity for the Sonar client. Any projects that are uncovered will be qualified via a full BANT process, designed to establish that there is a *budget*, that the respondent has some *authority* to make a decision, that there is a *need* for the client solution and a *timeline* to take steps.

Q What kinds of ground rules do you set for clients in terms of managing their expectations?

A This is the most crucial element of any demand-generation activity in the current landscape, including Sonar. Client-direct engagements can be particularly challenging as you are closer to the ultimate stakeholders who have invested in the process. In all programs like this it makes sense to ask the marketing client to in-

continued on page 7

PC Welt uses custom PC project to add more than 100,000 YouTube subscribers

Since 2006 PC Welt Head of Hardware **Michael Schmelzle** has designed and built a Höllenmaschine, or PC From Hell, a superfast system designed for gaming and creative software applications with the best possible hardware components, which the manufacturers provide free of charge. The PC is then raffled off through PC Welt's social media channels. This year, working with gaming enthusiasts who are popular on YouTube, PC Welt used the system to boost its YouTube-channel subscriber lists, adding more than 100,000 names in a few days and ultimately becoming Germany's biggest tech channel on YouTube with 320,000 subscribers.

"The Höllenmaschine project always drives huge user engagement," said **Christian Löbering**, PC Welt and Macwelt online editor-in-chief. "Each year we talk about which of PC Welt's social media channels the system can help us with. For example, in 2014 it pushed our Facebook followers to more than 100,000 [read more about that here] and was key to the big audience — now 160,000 followers — and user engagement PC Welt currently has on Facebook."

This year, PC Welt decided to use the PC, valued at 36,000 euros (US$40,390), to increase its YouTube audience, a valuable key performance indicator (KPI) for a B2C platform such as PC Welt. "We chose YouTube because we believe video content is and will continue to be of major importance, and we were slightly behind the pack there," Löbering said.

To grow its YouTube audience, raffle participants only had to subscribe to PC Welt's YouTube channel. Since YouTube is a video platform "from people for people, not from brands for people," Löbering said, "we needed to personalize this project. To that end it formed Team Hölle several years ago, led by Schmelzle and freelance editor **Friedrich Stiemer** with video assistance from PC Welt Video Producer **Christian Seliger** and freelance video journalist **Daniel Behrens**. The human face of the Höllenmaschine on YouTube, Team Hölle created almost 50 videos around this project this year on such topics as the machine's components, benchmark testing, how the system was built and the raffle itself.

(L-R): PC Welt and Macwelt Online Editor-in-chief ***Christian Löbering****, freelance editor* ***Friedrich Stiemer****, PC Welt Head of Hardware* ***Michael Schmelzle****, PC Welt Video Producer* ***Christian Seliger*** *and freelance video journalist* ***Daniel Behrens****.*

> "Like it did with the Facebook raffle, the Höllenmaschine managed to massively grow our audience, and now this audience also engages with and likes all the other things we do. We now have around four million monthly views in our PC Welt YouTube channel."
>
> *Christian Löbering*

PC Welt knew this blazingly fast PC had a clear audience: gamers. Schmelzle, Behrens and Seliger came up with the idea to contact noted Let's Player Fabian Siegismund to help promote the PC to his followers. (Let's Players make videos of how they play a game from the beginning to the very end, and while they are playing they add their own commentary. Let's Players produce anywhere from one to more than 20 videos a day and often have huge audiences.) "We know Fabian pretty well since he was part of our former IDG Entertainment staff," Löbering said. "He came to our office, and Team Hölle shot two videos promoting the Höllenmaschine raffle with him — one for our YouTube channel and one for his. Almost instantly after he uploaded the clip on his channel we noticed a significant rise of a few thousand in our subscribers."

PC Welt then decided to try to get cross-promotion videos from other popular German Let's Players and was willing to pay for them. "While looking for the right Let's Players on YouTube, Daniel quickly noticed that there are two major criteria on doing business with them," Löbering said. "They need to like the project or product you want

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YouTube

them to promote of course, and the price you have to pay them should be proportional to their number of subscribers, which can get very expensive very quickly." (Löbering said Siegismund worked for free and "for the fun of it.")

Behrens, identifying the relevant KPI for PC Welt, stopped looking for Let´s Players with huge numbers of subscribers and instead looked for ones with fewer subscribers but large numbers of views per video, around 50,000 to 150,000. The three Let's Players he found agreed to promote the raffle and the machine and were much cheaper.

> Most videos on PCWelt's YouTube channel bring in about 50,000 to 100,000 views, while the Höllenmaschine videos post far higher numbers, in once case up to 760,000 views.

The Let's Player videos, filmed in the IDG Germany office, are between eight and 15 minutes long, and "the Players do what they always do — play games," Löbering said. "Doing business with YouTubers is very different from doing business with companies since they are usually quite young. Most of what they do in their videos is up to them, since they know their audience better than we do. We had no editorial approval or control."

The differences with the videos they made for PC Welt was in the introduction where they tell their viewers where they are, that they are playing on the Höllenmaschine and how people can enter the raffle to get it. In addition, they post a link to the PC Welt raffle and to PC Welt's YouTube channel in the meta-description of their videos.

Löbering said that as the Let's Players uploaded their videos to their channels, PC Welt's YouTube subscriptions "exploded, increasing more than 100,000 in just a few days."

PC Welt promoted the Höllenmaschine in other ways besides its YouTube channel: in print, on IDG Germany's sites, on Facebook and through a barter deal on the webpage of the TV channel RTL2, but the best promotion were the Let´s Player videos, he said.

The Höllenmaschine raffle was announced just before Christmas and attracted some 150,000 entries. The winner was selected in a random draw on April 30. PC Welt also uses the subscriber information it collects for direct-mail promotions for e-newsletter and product offers.

Löbering added that with more viewers on its YouTube channel PC Welt videos that are not related to the Höllenmaschine, such as products tests or PC Welt's weekly tech news show, now get many more views. "We currently generate around 50,000 to 100,000 views per video," he said, adding that the Höllenmaschine videos post far higher numbers, in one case up to 760,000 views.

"Like it did with the Facebook raffle, the Höllenmaschine managed to massively grow our audience," Löbering said, "and now this audience also engages with and likes all the other things we do. We now have around four million monthly views in our PC Welt You Tube channel."

For more information contact Christian Löbering. ■

Vendors not only donate components for Höllenmaschine, they pay for custom videos

HÖLLEN
MASCHINE 7
PC·WELT

This year's PC from Hell is valued at 36,000 euros (US$40,390) and vendors pitched in .

PC Welt not only used it super-fast Machine from Hell to boost its YouTube subscribers it used it to boost its bottom line as well. PC Welt Head of Hardware **Michael Schmelzle** asked the manufacturers that provided the system's components if they would be willing to pay for additional custom videos about the components. "Since the PC Welt editorial team always decides which components are the best for the machine, the manufacturers always feel honored if we choose them, and are almost always willing to pay for additional media," he said. PC Welt added 50,000 euros (US$56,000) to its coffers from Höllenmaschine component manufacturers' videos alone. For a complete list of the Höllenmaschine's components go here.

noteworthypeople

Promotions

Murray

CIO.com Senior Editor **Ed Murray** will be the next director of the **IDG Contributor Network** (ICN). "Ed will be taking over for **Joyce Carpenter** over the next few weeks," said U.S. Media Chief Content Officer/SVP **John Gallant**. "He'll learn everything he can about ICN from Joyce as she works with him to show him the ropes of this very successful program that she has shepherded since inception before she leaves IDG to see what turns up in the way of volunteer efforts or new degrees to pursue or even a little freelance work in the fall. We now have well over 300 contracted ICN contributors sharing their knowledge and expertise across our IDG Enterprise sites, and we're generating an average of 1.7M page views a month already from ICN content. Ed will be working with all our editorial teams to build on the amazing foundation Joyce has built. Ed joined CIO.com a year ago and has been a great contributor to the team. As part of his role, Ed worked with ICN contributors so he has a great ground-level understanding of how ICN works each day. Ed brings to the role of wealth of writing, editing and managing experience. Ed began his career with IDG up in Peterborough, N.H., so it's great to see an IDG native continuing to contribute to the growth of the company." emurray@cio.com

JOE MOLA

Wong

IDG Enterprise Account Specialist **Brian Wong** has been promoted to account coordinator. "Brian has done an incredible job learning the account coordinator role and helping with all aspects of it over the past few months," said **Sean Weglage**, SVP, Sales. "He really took to helping and training on all aspects of the AC role and makes this a very well deserved-promotion. Brian has been a key team player in making sure all forecasts are up to date, all materials have been sent in and all the internal teams we work with have the information they need." bwong@idgenterprise.com

New employees

Adamoli

Ginevra "Gin" Adamoli joins **IDG Strategic Marketing Services** as a social media services manager. She was previously a consultant for IDG on online community engagement programs and has worked as a digital analyst for Visit Florida, where she lives. She holds two master's degrees, one in Italian studies and literature and a second in media studies and digital production, as well as a Ph.D in mass communication with a specialization in social media and analytics. She runs a lifestyle blog, Fashion For Real People (and sews purses that she sells in two South Florida boutiques. gadamoli@idgcommunications.com

Send information for the Noteworthy page to world_update@idg.com.

Customize your IDG Central password

Do you want to change your auto-generated password for IDG Central, IDG's intranet, to something more easily remembered? Click here to connect to the Change Password form.

If you don't recall your current password, click on the Forgot Password link.

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

27
Brian Clarke *IDC*

25
Mandie Johnson *IDG U.K.*
Paula DeMeo *IDG Corporate Services Group*

21
Karen Smalarz *IDG Corporate Services Group*

20
Albie Minkovitz *IDG Research Services*

17
Jim Nagle *IDC*

16
Jay Gumbiner *IDC*
Paul Honens *IDC*

15
Cheryl Patfield *IT World Canada*

11
Linda Cavanagh *IDG Connect*

10
Svetlana Barbarawi *IDC CEMA*

9
Renuka Muthumanickam *IDC CEMA*
Christopher Holmes *IDC Singapore*
Umesh Divakaran *IDC Center for Consultancy & Research/India*

8
Regina Hermann *IDG Germany*
Dean Geary *IDG Global Solutions*
Jay Chou *IDC*

7
Mark Walker *IDC South Africa*
Samaj Bhaskaran *IDC Center for Consultancy & Research/India*

5
Leonardus Sumarta *IDC*
Spencer Izard *IDC U.K.*
Halyna Kubiv *IDG Germany*
Shalil Gupta *IDC India*
Youngso Lee *IDC Korea*

4
Eiji Ishida *IDC Japan*
Venu Reddy *IDC India*
Ryan Lai *IDC Malaysia*
Hwee Xian Tan *IDC Malaysia*
Shane Minogue *IDC New Zealand*

3
Kierra Difloriano *IDG Australia*
Paula Berenárd *IDG Sweden*
Vratislav Cervenka *IDC CEMA*
Sanjay Gupta *IDC*
William Keyworth *IDC*
John Magee *IDC*
Martha Rounds *IDC*
Alma Delia Gonzalez *IDC Mexico*
Charles Zhang *IDC Canada*
David Alpert *IDG Connect, Digital Account Services*

2
Caroline Johal *IDC U.K.*
Boris Epstein *IDC*
Beata Michalak *IDG Poland*
Adam Sobczyk *IDG Poland*
Danielly Rocha *IDC Brazil*
Mitsuyoshi Nishimura *IDC Japan*
Devaki Nandakumar *IDC India*

1
Jakub Cermoch *IDC CEMA*
Dusan Hanzel *IDC CEMA*
Abdulkarem Faisal *IDC Saudi Arabia*
Olivier Schaller *IDC Middle East, Africa and Turkey*
Paolo Vecchi *IDC U.K.*
Alan Saturay *IDC*
Edward Teveris *IDC*
Kelly Wennik *IDC*
Rafal Jaczak *IDG Poland*
Kate Beard *IDG Connect*
Eko Bahari *IDC Indonesia*

New discount ticket benefit available

TicketsatWork
Fun. With benefits.

IDG has partnered with the corporate entertainment benefits provider, TicketsatWork, to offer exclusive discounts, special offers, access to preferred seating, and tickets to top attractions, theme parks, shows, sporting events, movie tickets, hotels and more. Most of the attractions are in the U.S, but others are in the Caribbean region and Mexico. Employees worldwide can use this program.

To access instructions for how to log into the site, see this article on IDG Central.

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One on one

volve their internal sales stakeholders early on in the process; this way we can set expectations as a group around reporting, level of detail provided and what the Sonar profile delivers.

Remember that HQL solutions don't guarantee sales-qualified leads; our client's software and solutions sales teams will always know more about their solution set than we do, so it's important to agree where IDG stops and the client qualification or sales process begins. Sonar is not here to outline when a client has an interest in buying a particular product. It can help outline when the landscape is suitable for a client to sell, but it won't do the sales job for the client.

> One notable Sonar engagement was for T-Mobile in Europe. Over a third (37%) of the individuals identified were final decision makers. Over half (53%) of the total leads generated converted into a sales lead for the client within a month.

Another key point is that IDG salespeople should think about the application of solutions like this and the outcome they are looking for. If the client is engaged in selling older technologies like ERP, for example, to a mature segment like manufacturing or engineering, then it's a safe assumption that the number of live projects will be lower than if the vendor is engaged in something more current like managed cloud services and selling globally. The broader the geographic range and company size the client is interested in, the better for a positive Sonar result.

Q What's an example of how Sonar has assisted a client?

A Sonar has worked for multiple clients, most effectively when an organization has several areas of technology interest and can therefore accept projects across multiple interest areas. One notable Sonar engagement was for T-Mobile in Europe where they were looking for intent to purchase in the mobility area. Sonar uncovered 106 project opportunities over the course of two months, where 40% of the opportunities had an immediate mobility need to be addressed within six months' time. Over a third (37%) of the individuals identified were final decision makers. Over half (53%) of the total leads generated converted into a sales lead for the client within a month.

Q How can IDG Connect staff help employees at other IDG business units use Sonar?

A We are here to advise, train and help in any way required. Connect operations are happy to lend support on campaign optimization and delivery for their customers in the IDG country teams or IGS, and Connect is also positioned to assist on any sales calls where IDG employees might be looking for support or a demonstration of the workflow. Connect can provide a range of case studies and example reports that can help sales move the needle with customers.

Q What are the primary competitive products in the market, and how does IDG differentiate Sonar from competitive offerings?

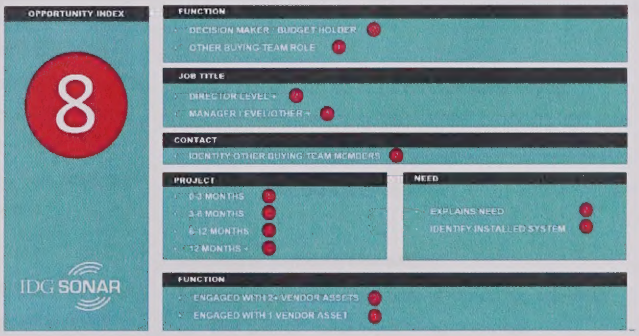
A There are several players in this space, from ABM companies that emphasize their ability to cover certain accounts, like Demandbase and 6th Sense, through to the more familiar IT publisher background organizations like TechTarget.

When selling Sonar to the mainstream IT B2B client base the competitor most frequently encountered is TechTarget, which was early to market with their Deal Alert offering, which has a dedicated sales function, and their subsequent refinements of Deal Alert either as an always-on subscription service (Activity Intelligence), or ABM tool (Priority Engine). These solutions all output either what TechTarget calls Qualified Sales Opportunities or reports outlining intent at a particular account.

IDG Connect differentiates from this in several ways: first, we emphasize the real-time immediacy of our findings as we are talking to the IT user base constantly through our market research interviews and branded conversations; we don't rely solely on online trending.

This means our supplied leads are up to date; several customers have complained about TechTarget's Deal Alert leads being stale at the point of submission, based on outdated intent data. We also emphasize the importance of the link with the established IDG brands and the reader affiliation with titles like CIO, Network World and Computerworld as opposed to TechTarget's more anonymous taxonomy channels. Also, we guarantee that each Sonar lead is unique; Connect doesn't print off multiple Sonar opportunities and sell them in to multiple vendors. ■

SONAR scoring



A Sonar lead provides ample intelligence about a potential lead, (this page is just part of the profile), and IDG Connect assigns a score from one to 10 to identify how good a lead it is.

unsunghero

Rania Mustafa

Senior Conference Specialist

IDC Middle East

IDC Middle East Senior Conference Manager ***Sughand Tolani*** *named Senior Conference Specialist* ***Rania Mustafa*** *her team's Unsung Hero. "Rania is very focused and consistent in her work and has built very strong relationships both within IDC Middle East and with the end-user community, especially CIOs and IT directors. She has been able to bring IDC events to the next level by getting government affiliation for our big-league events like the IDC Middle East CIO Summit. She is charming, always smiling and willing to take on three to four projects any time."*

Home
Cairo, Egypt

Joined IDC Middle East
November 2010

Primary job responsibilities
I work with our very good conference team on attendee acquisition. I decide whom to invite depending on the event; some are designed for C-level executives and others for IT managers and below. I also work on our affiliations with government officials such as H.E. Sheikh Nahayan Mabarek Al Nahayan, the Minister of Culture, Youth and Community Development, and the Abu Dhabi Tourism and Culture Authority. I coordinate with sponsors, hotels and travel agencies in order to execute events and handle onsite event management.

Three things I do in a day's work
Calling, emailing and meeting with CIOs in order to build relationships and improve our invitation response rate; working with event partners on their requirements in order to deliver everything they're looking for; and getting details on competitors' events.

What I love most about my job
I love teamwork and working out the everyday challenges of events. We do a lot of events, and every day we learn what we can do better for the next event. I also enjoy meeting new people from different backgrounds.

IDC Middle East Senior Conference Specialist ***Rania Mustafa*** *joined the company in 2010.*

A hot-button issue I'm dealing with
Customer relationship management. IDC Middle East's data has increased by 70%, and with 15 to 20 events a month maintaining database is becoming a challenge.

Career highlights
I led the attendee acquisition for the recent IDC Egypt CIO Summit, a very successful event in which we had 193 attendees and had promised our partners 80 to 100. I also signed repeat business from such Tier One partners as Juniper, Hewlett-Packard, VCE-EMC and VMware due to back-to-back successful events in Abu Dhabi.

What I'm doing to be a better employee
Taking on more responsibility, working on my time-management and project-prioritization skills and always being positive in everything I do.

Interests outside the office
Spending time with kids, shopping, walking on the beach and watching movies.

What others can't tell just by looking at me
I am very optimistic person.

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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thanksto

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The editors of IDG World Update would like to thank the following people who assisted with this issue:

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IDG World Update

EMPLOYEE NEWS AND INFORMATION

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IDC fine-tunes Asian Financial Services Conference agenda

IDC Financial Insights Asia/Pacific's recent event drew some 500 attendees from10 nations who discussed strategic initiatives and shared successful implementations amid this hyper-competitive sector.

SEE MORE ON PAGE 4

Also inside

IDG Sweden's Webbdagarna breaks three records

IDG Enterprise's CIO Perspectives visits New York

One on one: IDC's Dan Vesset on big data and analytics, machine learning and data integrity

IDG Sales University webinars are on IDG Central

On the job: IDG U.K. Head of Experience Design Neil Bennett on the importance of engaged readers.

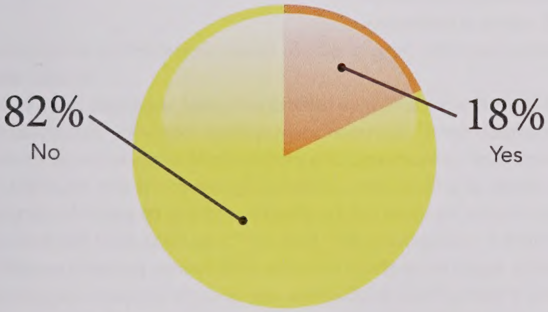
SEE MORE ON PAGE 5

Unsung Hero: IDG Germany Key Account Manager Carla Schäfer is this week's nominee.

SEE MORE ON PAGE 8

Question of the week results

Do you talk to a voice assistant, such as Siri, Cortona or Google Now, in public?



Log on to www.idgcentral.com to vote on this week's question:

Do you still own a landline?

CLICK HERE

Tech & Marketing News from IDG

IDG Corporate Marketing's "Tech & Marketing News from IDG" newsletter aggregates top stories from tech and marketing news sites, including IDG sources. Topics include media, marketing, mobile, social video, the tech industry and press mentions about IDG and IDC. To get on the mailing list, sign up here. Recent selections include:

'The pageview is antiquated': How Purch is trying to measure true reader impact (Digiday)

Ad tech is broken. Here's how newsrooms can help fix it (Poynter)

The New York Times is experimenting with blocking ad blockers (BuzzFeed)

What are the challenges for native mobile programmatic? (MediaPost)

Mobile advertising still a work in process (MediaPost)

Google is worried about finding its next Alphabet business after search (Re/code)

IDG Sweden's Webbdagarna sets new records on three fronts

Sweden's Internetworld has hosted the two-day Webbdagarna since its launch in 2005.

IDG Sweden held its signature digital- and business-focused event, Webbdagarna in Stockholm last month, and the sold-out event attained all-time highs in terms of participants (1,600), sponsors (30) and revenue.

The business unit's Internetworld brand hosted the two-day Webbdagarna, as it has since its launch in 2005. The target audience included digital professionals — web editors, marketing managers, social media experts, e-commerce managers, project managers, digital managers and business developers — from a wide range of companies and industries throughout Sweden.

This year's theme was "customer focus," and attendees came away with an overview of the digital trends that are changing the business world, tools and tips on how to benefit from the digital opportunities in specific professions. Workshops focused on digital and content marketing, e-commerce, mobile, entrepreneurship, SEO, conversion-rate optimization, social media, digital communication and web design.

The 1,600 participants set a new attendance record.

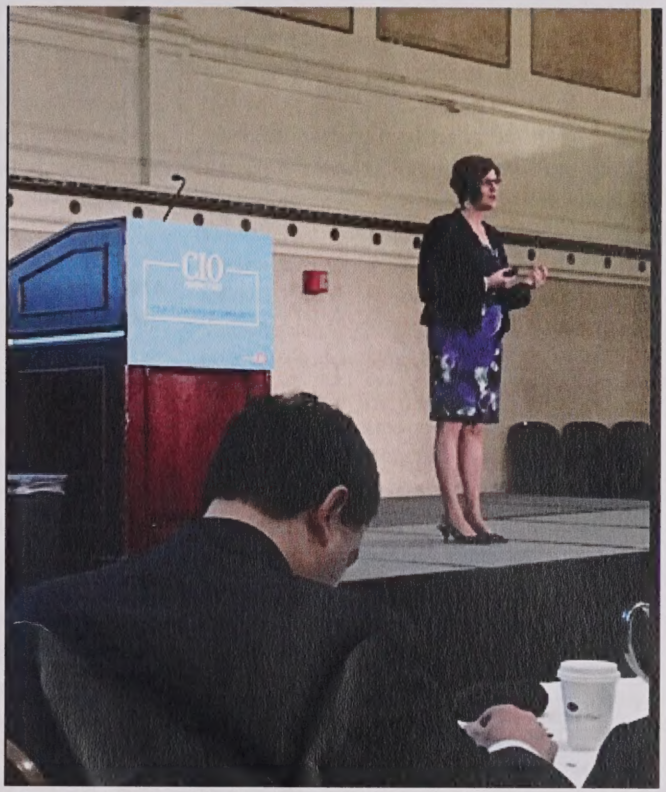
Marketing Manager **John Sundström** said Webbdagarna brought in a "healthy mix" of visitor and sponsor revenue. Three-quarters of the event's revenue came from visitors and one-quarter from sponsors. "Although this is not always possible, I would like to stress the importance of trying to get the majority of the revenue stream from visitors and not from sponsors," he said. "My perception is that if you focus first on creating remarkable editorial content on stage aimed at pleasing your paying visitors, you will build a healthy event brand over time — which eventually makes the sponsors come to you, instead of the other way around."

Presentations on the main stage were streamed online at Internetworld.se and then published on IDG Sweden's YouTube channel.

Two more Webbdagarnas, each with its own distinctive program, will be held in Malmö (May 17-18) and Göteborg (Sept. 21-22).

Contact John Sundström. ■

CIO Perspectives series addresses wide range of business tech issues



Editor-in-chief CIO Events ***Maryfran Johnson*** *welcomes attendees.*

IDG Enterprise's latest CIO Perspectives event took place in New York City on April 12. The one-day forum is designed for CIOs, senior IT executives and tech-involved business executives at enterprise and mid-market organizations to connect and collaborate on relevant and timely business technology issues.

There were 177 qualified attendees in New York — surpassing the goal of 150 — out of a total attendance of 253.

In addition to six presentations from C-level speakers, the event featured Editor-in-chief CIO Events **Maryfran Johnson** moderating a panel of CIOs who spoke about the leadership challenges of fast-moving business and slow-moving IT processes.

SVP/General Manager, IDG Events & Publisher, CIO **Adam Dennison** shared key research findings on CIO priorities and industry trends surrounding technology investments and then moderated a panel of industry expert panelists who talked about how various market dynamics are affecting their customers.

Nine of 16 sponsors — API Systems, Aspera, Cognizant, Coresite, Delphix, Dropbox, Dyn, HCI Technologies, Pivot3 — hosted themed lunch tables for attendees to share strategies and connect with peers.

Upcoming Perspectives events will be in Palo Alto, Calif. (May 3), Reston, Va. (June 2) and Boston (July 20).

Contact IDG Enterprise VP/Marketing and Content Strategy, Events Anne McCrory. ■

OneonOne

Dan Vesset

IDC

The group VP for IDC's Analytics & Information Management Research and Advisory Service is this week's columnist. Reach him at dvesset@idc.com.

> "Analytics has to be viewed as an integral part of the overall strategy and execution processes of any organization."

Q Can you give a few examples of what elements of the big data and analytics arena are seeing the fastest growth?

A It's a broad topic that covers a range of software, infrastructure and services. In fact, we estimate the total IT market for big data and analytics to be $125 billion worldwide. Some of the fastest-growing segments include visual discovery, machine learning, rich media analytics, streaming analytics and NoSQL database software.

Q You mentioned at IDC Directions that 2016 marked the end of an era for big data. What did you mean by that?

A What I meant was that the marketing hype surrounding big data has come to an end. All the opportunities and challenges are there, but the conversation with CIOs, chief data officers, chief analytics officers and their staff that I and my team have on a regular basis has become much more pragmatic. In hindsight, I believe 2016 will be the year when the focus shifted to planning and creation of a new data and analytics architecture that combines relational and non-relational, on-premises and cloud technologies to combine, track and analyze all types of internal and external data and content. Given the number of technology options and user requirements, it's a more complex world for data and IT architects, who are as much in demand as data scientists — although the former don't get the same attention in the press. The role of the architect is to understand all the new technologies and how they interact and fit within the current solutions and to translate the logical view of the new architecture to the physical reality of on-premises and cloud components. It is a different role from that of a data scientist, who is tasked with data 'wrangling' and analysis using both math/statistics and programming skills. Having high-level conversation about what is big data or how exciting it is in and of itself is not very useful — hence the end of an era.

Q What is machine learning, and what role does it play in the big data arena? What are your predictions for growth in this area?

A There is a lot of terminology flying out there in analyst reports, media stories and IT vendor marketing: cognitive computing, artificial intelligence, advanced analytics and machine learning. The latter is definitely a hot topic and an area where hundreds of millions have been poured into new companies by venture capitalists. At the highest level, machine learning is, to paraphrase Wikipedia, a study of techniques and methods to give computers the ability to learn without being explicitly programmed. From the technology perspective, which is what my group at IDC follows, it's a category of the software market that enables this study. The core functionality and one that differentiates this software from other business intelligence and analytic software is automated self-learning and self-correction, something that is left to the humans when it comes to other business analytics software. Thus, a key value proposition of machine learning is automation.

In fact, we have a survey under way right now in collaboration with an organization called KDnuggets, which is one of the better-known online communities for data scientists. In this study, we are looking to better understand the needs and requirements of the data scientists. This encompasses not only what technology is needed to improve productivity of their workflow but also how data scientists interact with their business colleagues, how data science teams are organized, what are their business challenges and frustrations and what is their role in deriving value from data. By the way, if you're a data scientist or know one, click this link to participate in the survey.

Q What are some of the hottest inquiry topics for your clients? How is IDC helping them answer these questions?

A Machine learning is certainly one of those hot topics. A few companies are quite advanced in the use of ML, but the vast majority are either exploring or learning about the potential of ML. The key point is that it's more than math. It often requires a review of existing business processes and staffing needs. ML is often followed with inquiries about cogni-

continued on page 6

IDC Financial Insights A/P fine-tunes agenda for Asian Financial Services Conference

IDC Financial Insights Asia/Pacific's annual Asian Financial Services Congress (AFSC) has been one of the region's largest financial services technology forums since its inception 12 years ago. This year's event, held March 3-4 at Singapore's Marina Bay Sands Convention Center, proved no different, drawing close to 500 attendees from 10 nations.

"The Asian Financial Services Congress, previously known as FinTech, was inaugurated in Bangkok in 2005 as a venue to identify the latest trends and address the prevailing challenges faced by the financial services industry practitioners in the region," said **Celestine Tan**, IDC Asia/Pacific associate director, Events. "It has grown from strength to strength, garnering a loyal following of financial institutions worldwide, extensive media coverage and some of the most acclaimed regulators, industry practitioners and services providers to discuss the strategic initiatives and share successful implementations amid this hyper-competitive sector."

*IDC Financial Insights Managing Director **Cyrus Daruwala** opened the program..*

This year's theme was "Beyond Digital: Making Experiences Count." Tan said the agenda, which consisted of keynotes from financial industry leaders, peer-to-peer discussions and multiple concurrent tracks, was designed for C- and director-level delegates in the financial services industry.

"Based on feedback from last year's event, we fine-tuned the format for 2016," Tan said. In 2015 the focus group discussions, which allow delegates to have in-depth discussions on a variety of topics led by industry experts, were all held in one ballroom at the convention center; this year the 27 focus group discussion tables were split into three different rooms.

A program of two workshops, designed for slightly more junior attendees who have only recently joined the financial services industry, were held concurrently with the focus group discussions and covered regional infrastructure architecture and designing compliance frameworks.

IDC Financial Insights Managing Director **Cyrus Daruwala** opened the AFSC and was followed by keynote speaker Dr. Johnny Noe E. Ravalo, assistant governor, Financial Supervision Research and Consumer Protection Sub-Sector with Bangko Sentral ng Pilipinas, who spoke on accelerating financial services in ASEAN. The event had roughly 100 speakers and panelists, from both the vendor and end-user sectors, as well 10 from IDC.

ASIAN FINANCIAL
SERVICES CONGR S 2016

*IDC Asia/Pacific Managing Director **Eva Au** was one of 10 IDC speakers.*

The conference also featured the annual Financial Insights Innovation Awards (FIIA) ceremony. The FIIA were established to recognize and honor innovations by Asia/Pacific financial institutions that have met critical, topical business objectives in 12 categories such as Big Data & Analytics, Corporate Banking, Financial Inclusion, Security and Fraud Management and Governance, Risk and Compliance.

All submissions were reviewed by a team of IDC Financial Insights analysts and a panel of independent judges composed of three industry thought leaders and practitioners. This year the award attracted more than 30 entrants.

The IDC Financial Services events team repeated the StartUp Lab, which was introduced in 2015. Four promising financial technology start-up companies were invited to showcase their services and offerings in the exhibition hall.

The AFSC had 30 sponsors, including such companies as IBM, Microsoft, Red Hat and principal partner Silverlake. "Depending on their level of sponsorship, sponsors received different types of deliverables, Tan said, including a booth in the exhibition hall, an advertisement in the AFSC handbook and an AFSC logo for all marketing collateral.

Marketing for AFSC begins in September for selected Congress VIPs, according to Tan. Marketing begins in earnest in November via electronic direct mail, personalized e-mail, telemarketing and a YouTube video

"The Congress showcases how Asia/Pacific will continue to distinguish itself from the rest of the world as a relentless growth engine and map out the exciting journey on toward true Asian leadership in global financial services," Tan said.

For more information Celestine Tan. ■

Job Spotlight

On the job: Head of Experience Design

The past few years have seen huge changes in the media space. These changes have resulted in the creation of new jobs with unfamiliar-sounding titles and the retooling of old jobs to incorporate new skills and ways of doing business. IDG World Update's occasional Job Spotlight series is designed to provide insight into what our colleagues are up to.

Name Neil Bennett

Business unit IDG U.K. I joined IDG in 1999 as a cub reporter on the design magazine *Digit* (now *Digital Arts* and online-only). I still edit the site alongside my wider role.

What a head of experience design does The experience that readers have on our sites is key to us achieving our business objectives. Engaged readers will stay on our sites longer, see more ads, read more stories and watch more videos (whether editorial or brand content), buy more products that we take an affiliate share of, sign up for more of our marketing efforts and share more of what they read and bring in even more readers in a virtuous circle.

My job is to conceive and oversee the implementation of both their design (i.e., how they look) and user experience (how they work) to provide readers with the best experience — and one which brings in the most revenue from their actions. It involves coming up with innovative ways to present all of the editorial and commercial elements, as well as working on how we develop our internal tools to allow this (for example, how we add new features to our CMS to allow new layouts to be achieved).

Key skills required for my job An understanding of psychology and how best to engage readers is essential, as is how best to tell stories using the right mix of words, photos, graphics and video. You need to be able to communicate effectively with everyone in the company from sales to development and understand their needs and translate between their jargon and approaches where necessary. You have to learn quickly about technological, cultural and market changes and understand a little about everything from business metrics to CSS. You also need to not have an ego; many times you'll not know if an idea is good until you test it, so you need to be comfortable ditching your favorite ideas if evidence says they don't work.

One skill essential to my role — and key to most of ours and which we don't talk about enough — is the ability to look at what we're offering from the perspective of our readers and clients. To do this we have to forget what we know about what happens "behind the curtain" in our own structures and processes — readers and clients don't know or care about these — and come up with ideas for how our sites (or campaigns) can effectively help the reader (or client) achieve their aims. And then look at how we can achieve that within our own structures and processes.

Head of Experience Design ***Neil Bennett*** *joined IDG U.K. in 1999 as a cub reporter with Digit magazine.*

There's a brilliant course how to apply this kind of design thinking to business decision-making on Lynda.com from Frog Design, which has worked with everyone from Intel and Microsoft to the United Nations, which all IDG staff can get access to and is well worth the time for everyone from junior commercial staff to business unit heads.

A typical day Right now a typical day will include discussions with a number of affiliate partners about implementations or improvements, a few hours creating specifications for the next project to be developed (today it's Facebook Instant Articles for Digital Arts), evaluations and discussions with our developers about current projects (from a new comments implementation across our sites to a Google Accelerated Mobile Pages [AMP] version of PC Advisor). There will also be discussions with editorial about new article layouts — for example, we're trying to design a way to make our longest features easier to navigate, as they can be up 5,000 words. I might also need to offer creative direction for a client project. And then there's the small matter of being editor of Digital Arts. It's busy but never boring.

Ask me again in six months, and no doubt it'll be completely different.

continued on page 6

continued from page 5

On the job

Best part of my job Being from an editorial background, my favorite part of the job is creating tools that help journalists tell stories better.

Most challenging part of my job There's so much that we want to do, but there's always a limit to your development resources. Prioritization often means making hard choices about what to proceed with.

An on-the-job issue I'm dealing with that I'd like to know how colleagues at other business units are handling I'd really like to hear about successes and failures around affiliate revenue implementations and recreating content as Facebook Instant Articles and Google AMP. These are — or likely will be — major disruptors to what we write and how we montetize it.

How I got involved in this career In 2010, when I was purely editor of *Digital Arts*, we redesigned its website using UX and storytelling principles we'd learned from interviewing some of the world's best designers. This led me to the creation of a new responsive platform for all our sites, which began with *Macworld U.K.*, has been rolled out to *PC Advisor*, *Techworld*, *Computerworld U.K.* and, soon, *CIO U.K.* — and to this new role.

A recent work accomplishment Affiliate revenue has become an important new source of income for us over the past nine months or so. I've been responsible for overseeing the implementation, UX and optimization of many of the ways we've integrated affiliate sales drivers into our site — building it around the brilliant stories written by our editorial team — and it's been great to see our success here.

What my colleague would be surprised to learn about me After 16 years at IDG, I think my colleagues know everything about me. Perhaps a little too much! ■

continued from page 3

One on one

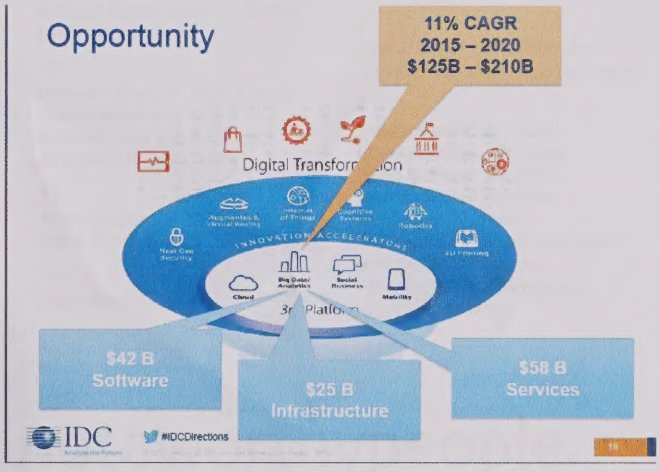
tive computing or artificial intelligence technologies, of which ML is one of the components. Some clients want to know if it's real (it is), others want to understand the early practices and lessons learned from their peers. Another hot topic remains self-service analytics and specifically the balance that's needed to address the ongoing needs of analysts and business users while maintaining data security and governances. It's not a trivial task for most established organizations. The third hottest topic is the emerging data management and analytics architecture: how it's changing with the availability of non-relational technologies, cloud deployments and the need to ingest and analyze more diverse data sets.

Q You made the point at Directions that data integrity is more important than ever. Why is that?

A Simply because without data integrity, all other analytics efforts are meaningless. You can have the best analysts, best algorithms, best technology, but "garbage in, garbage out" still applies and is even exacerbated today when larger and more diverse data sets are involved. Data integrity is the foundation on which all other information management, analytics and decision-making efforts are built, and it better be a solid foundation if you're looking to derive value from the data.

Q How does the ability to analyze relevant data and deliver actionable information affect an organization's productivity?

A Our studies have shown a correlation between more analytically oriented and data-driven organizations and their ability to derive quantifiable value from operations due to better decisions. One of these benefits is productivity, which comes from the ability to focus on highest value-added tasks and automation or elimination of lower value-added tasks. As your question states, it's all about actionable information. But the caveat is that it's not simply a causal relationship between investment in more analytics technology and better business outcomes. It takes a lot more than that. Analytics has to be viewed as an integral part of the overall strategy and execution processes of any organization. I have been on advisory committees for some of the Boston area's business colleges and universities that have set up analytics programs, and I always try to steer them toward integrating analytics education in all courses, not just creating a separate track on analytics. ■



IDC estimates the total IT market for big data and analytics to be $125 billion worldwide.

IDG Sales University Market Updates, Product Spotlights available on IDG Central

Earlier this year, the IDG Training and Development team rolled out the IDG Sales University, an initiative designed to educate, update and inspire IDG's global sales professionals. A work in progress with new elements being added on an ongoing basis, the University launched with a series of live, monthly, half-hour Market Updates and Product Spotlights. Presented by senior IDG leaders and sales executives, the Market Updates are designed to highlight key issues, challenges and opportunities facing sales professionals in today's increasingly complex media environment, while the Product Spotlights focus on various IDG products and services available to customers worldwide.

The Sales University will also provide opportunities for skill development. One such offering is the Dale Carnegie Sales Certificate Program, open to all IDG sales professionals. The program consists of a series of short, online virtual classroom sessions and focuses on topics including Appeal to the Buyer Motives to Close Sales, Cross- and Up-selling, Compelling Sales Presentations, How to Cold Call and Win New Customers and more. Employees have the ability to obtain several different certificates depending on which classes they complete, including a Sales Essentials Certificate and a Customer Service Essentials Certificate.

In conjunction with this month's IDG International Managers Meeting in Barcelona, the IDG Sales University held its first in-person training program hosted by **Laurie Butson**, VP, IDG Training and Development, and **Sara Scogland**, VP, HRSD, for 20 IDG sales professionals throughout Europe. Sessions included: a Market and Industry Overview with IDG CEO **Michael Friedenberg**, a Consultative Selling session and Presentation training delivered by Mel Roberts (an external speaker and subject matter expert), a session on the core competencies of a successful IDG Sales employee delivered by **Kumaran Ramanathan**, chief executive, IDG Global Services; and **Matt Smith**, managing director, IDG Connect International; and Product Spotlights with **Josh London**, CMO, IDG; **Charles Lee**, president, Worldwide IDG Strategic Marketing Services; **Janet King**, GM, SVP IDG Research Services; and Matt Smith. To close the program, participants applied their program learning to a real-life sales scenario. They were put into teams and worked on a case project, which they then presented to a team of judges: Michael Friedenberg, Kumaran Ramanathan, **Kit Gould**, CEO and managing director, IDG U.K. and Sweden; and **York von Heimburg,** CEO, IDG Germany.

While many of the Sales University offerings are intended exclusively for IDG sales professionals, the monthly Market Updates and Product Spotlights are being recorded and links to these presentations are available on IDG Central for anyone to listen to. Currently available are:

- Market Updates from IDG CEO Michael Friedenberg and IDG Global Solutions SVP **Neil Michael.**
- Product Spotlights on Sonar, IDG Tech Network and Alliance Marketing.

For more information, please contact Laurie Butson or Carolyn Yanuskiewicz, Training and HR project specialist. ■

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

24
York von Heimburg *IDG Germany*

23
Zdena Vratislavová *IDG Czech Republic*
Karine Paoli *IDC U.K.*

18
Henrik Almén *IDG Sweden*

17
Nikolina Jurisic *IDC Croatia*
Curtis Price *IDC*
Peter Short *IDC*

16
Lisa Esseen *IDG Sweden*
Dagmar Schütze *IDG Germany*

14
Kevin Brodie *IDC*

13
Ladislav Piprek *IDG Czech Republic*
Linda Grier *IDC U.K.*

12
Luciano Crippa *IDC Latin America*
Melissa Bambauer *IDC*
Raymond Huo *IDC Asia Pacific*
Jacky Wan *IDC Asia Pacific*

11
Alexei Gvozdenko *IDC Ukraine*
Jakub Stolarski *IDC*

10
Chani Stern *IDC Israel*

9
Hitoshi Ichimura *IDC Japan*
Marie Jerbrant *IDG Sweden*
Lars Dobos *IDG Sweden*
David Hammett *IDC META*

8
John Delaney *IDC U.K.*

7
Marina Soldatova *IDC Russia*

6
Ben Tumminaro *IDG Netherlands*

5
Dennis Steimels *IDG Germany*
Christian Glas *IDC Germany*
Aubrey Lim *IDC Asia Pacific*

4
Henk-Jan Buist *IDG Netherlands*
Lan Xin Tang *IDC Asia Pacific*

3
Piotr Petruszynski *IDG Poland*
Cenk Soyluoglu *IDC Turkey*
Alexandra West *IDG Australia*

2
Hani Al Sayed *IDC Saudi Arabia*
Josh Williams *Digital Account Services*

1
Sandra Mendez *IDC Spain*
Onur Hamitoglu *IDC Turkey*
Patrik Nemecek *IDC CEMA*
Josef Swaczyna *IDC CEMA*
Monica Lee *U.S. Media*
Lee Peterson *CIO Executive Council*
Meri Bailey *IDG Connect*
Pooja Sachdeva *IDG Strategic Marketing Services*

noteworthypeople

Minonne

PC Research Analyst **Andrea Minonne** has moved from IDC Italy, where he conducted qualitative research on third-platform technologies across European vertical markets, to **IDC U.K.** where he will contribute to the quarterly PC Tracker and produce comprehensive market analyses. He holds a B.A. in administration and management from Italy's University of Macerata, an M.A. in public administration from London Metropolitan University and an M.A. in economics and business administration from Italy's University of Bologna. In 2013 he won a place in a work-abroad program funded by the European Union and spent four months in Berlin working for a local e-commerce company and an eBay subsidiary. In his free time he enjoys volleyball, travel and landscape photography. aminonne@idc.com

Share your good news with colleagues! Please send information regarding promotions and new hires to world_update@idg.com.

Carla Schäfer

Key Account Manager

IDG Germany

IDG Germany Sales VP ***Sebastian Wörle*** *named Key Account Manager, International Sales* ***Carla Schäfer*** *his team's Unsung Hero. "Carla started her career with IDG in 2008 and was promoted to key account manager in 2013. She is a very loyal and well-connected salesperson who works mainly on the international side of the business and works closely with IDG Global Solutions. She visited the Computex trade show in Taipei for us in order to win new clients."*

Name
Carla Schäfer

Home
Munich, Germany

Current title and career path at IDG
Key account manager, International Sales. I started as junior media consultant, then became an account manager with the Hardware team, followed by the Solutions team and am now with the Media Sales team.

Primary job responsibilities
Taking care of clients' direct advertising business as well as working with any agencies involved. My focus is on international business, so I deal with local clients as well as with the IDG Global Solutions team, which is great fun for me.

Three things I do in a day's work
Track my active campaigns and projects, as well as any that are coming up in the pipeline; contact clients and agencies that have booked ads and programs within the last year and have gone quiet; search for new opportunities.

What I love most about my job
No workday is the same. IDG lets us try new campaigns — if a client wants a new technology or approach for a campaign we have the freedom to try it — and working with IDG Global Solutions is never boring.

Career highlight
I am very happy when I get to go to London to work with IDG Global Solutions. I also enjoy taking part in IDG Germany's annual Ski Trip with my Global Solutions colleagues and client agencies, meet the agencies' staffs and get a chance to see and understand the background details of the international requests. This helps a lot in my daily business.

Key Account Manager, International Sales ***Carla Schäfer*** *joined IDG Germany in November of 2008 as a junior media consultant.*

What I'm doing to be a better employee
I tend to listen to everyone — my clients, their agencies and my colleagues — and try to get the best advice out of all of them to use in daily business, from proposals to program delivery.

Interests outside the office
Family, hiking, reading, traveling, cooking and my dog.

What others can't tell just by looking at me
While I have a Kindle and love all things technical, I prefer reading printed books and read 18 to 20 "real" books a year in all kinds of genres.

Do you know a person whose quiet contributions help ensure the success of the whole group? Write to IDG World Update.

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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The editors of IDG World Update would like to thank the following people who assisted with this issue:

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IDG World Update

EMPLOYEE NEWS AND INFORMATION

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AGENDA 2016 builds on success of last year's inaugural event

Branded among CIO, Computerworld and the CIO Executive Council, the two-and-a-half day event included the Digital Edge 25 awards and the Computerworld Premier 100 Technology Leaders awards.

SEE MORE ON PAGE 2

Also inside

One on one: IDG Global Solutions SVP Neil Michael on market trends that create sales opportunities

IDC opens regional research center in Cairo

On the job: IDC Associate Product Manager Catherine Bonner

IDG
Tech & Marketing News
from IDG

Follow the latest top news stories about media, marketing, mobile, social and IDG/IDC press mentions.

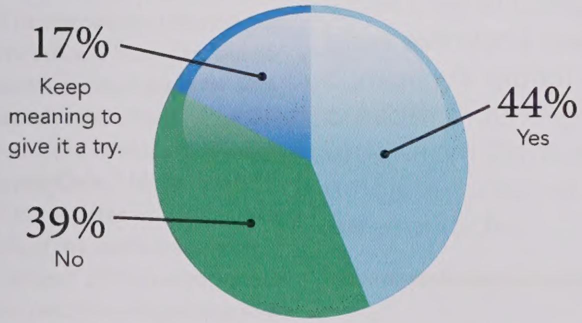
SEE MORE ON PAGE 7

Celebrating 20: IDG U.K. Publishing Director Simon Jary traveled to Japan.

SEE MORE ON PAGE 8

Question of the week results

Do you use Snapchat?

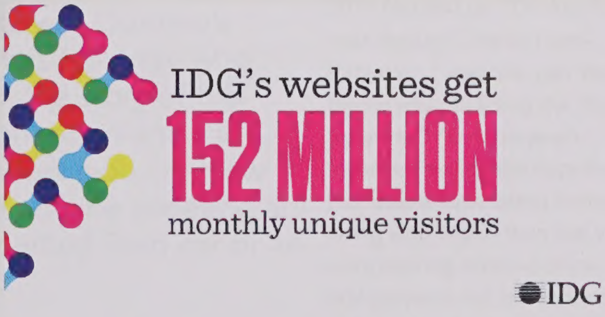


Log on to www.idgcentral.com to vote on this week's question:

Do you talk to a voice assistant, such as Siri, Cortona or Google Now, in public?

CLICK HERE

Social media resources on IDG1



Find images like this one on IDG's corporate marketing site, IDG1, which has ready-made visuals and tweets to share on social media, as well as general resources related to IDG's new brand rollout including brand guidelines, IDG fonts, a library of IDG logos, a graphical assets library and templates for business cards, sell sheets and PowerPoint slides. Contact Lauren Kirchberger for a password.

AGENDA 2016 builds on success of last year's inaugural event

Two-and-a-half-day conference offered case studies, best practices on route to digital transformation

While the overall format of the second annual AGENDA conference was similar to last year's — two-and-a-half days of keynotes, breakout sessions and workshops — followed by an awards gala celebrating the Digital Edge 25 awards and the Computerworld Premier 100 Technology Leaders — world events dictated a somewhat different opening atmosphere. Whereas last year IDG Enterprise VP, Marketing and Content Strategy, Events **Anne McCrory** and CIO Executive Council Vice President of Strategy **Rick Pastore** got the audience pumped up by tossing beach balls and Frisbees from the stage, this year U.S. Media SVP and Chief Content Officer and event host **John Gallant** opened the conference with a moment of silence for the victims and first responders to the Belgian airport bombings, the news of which was just beginning to filter through that morning.

Videos of two Premier 100 Technology Leaders (shown here: Paul W. Wright, director of IT, Accuride Corp.) were shown at the conference. The video content is part of the editorial package that highlights the honorees on computerworld.com.

Despite the somber start, the conference, which was held March 21-23 at the Omni Amelia Island Plantation Resort in Amelia Island, Fla., drew rave reviews from many attendees and a 97% recommend rate. With just under 350 qualified attendees — a 4% increase over last year — AGENDA 2016 also exceeded its attendance revenue goal. "We actually blew past our attendee revenue goals by 68%, thanks to the efforts of Social Media and Marketing Manager **Dayna Klein**," McCrory said. (This translates to approximately 15% of the audience paying to attend, 20% counting those who paid for companions to attend the awards gala. Other seats are comped for award winners, alumni, CIO Executive Council members and other registrants needed to make the attendee goal of 300.)

A highlight of the agenda was Domino's Chief Digital Officer Dennis Maloney who blew everyone away with the story of the company's digital transformation and the breadth of its digital services (you can now order from Domino's not only by tweeting an emoji but also via a connected Ford car or an Amazon Echo).

The conference is tri-branded among CIO, Computerworld and the CIO Executive Council. Computerworld brings the Premier 100 Technology Leaders, the CEC brings its members — it holds a member offsite during the first half of the first day — and contributes content to the program as well. "CIO is our strongest brand from a marketing perspective as AGENDA primarily targets its readership," explained **Debra Becker**, senior marketing director for IDG Enterprise events.

The inaugural event in 2015 focused on "Driving Business through Digital Transformation," and this year the theme was "Building the Digital Business." "For this year's focus, we vetted the hypothesis that businesses, being further along with digital than last year, were moving beyond disparate projects and into systemic change, leading to a true digital business," McCrory explained. "That would mean they would want to hear about best practices for scaling existing initiatives, reorganizing to accommodate agility in innovation and delivery and lessons in change management, among other topics."

Prior to assembling its advisory board, as conference content

continued on page 5

OneonOne

Neil Michael

IDG Global Solutions

The senior VP of IDG Global Solutions is this week's columnist. Reach him at neil_michael@idg.com.

> "I think this is a big change for many salespeople. We have been used to being in a media agency-driven conversation and therefore talking, and asking about, media planning processes and media-driven KPIs. To sell strategically we need to be much more aligned with the end goal, the business outcomes our customers want to deliver for their businesses."

Q You recently contributed to the new IDG Sales University with the March Market Update. For those who missed the call, what did you cover?

A We have continued to see some key trends developing in our marketplace that are both opening up new revenue opportunities for IDG as well as adding complexity to the sales process. IDG's customers continue to place their owned media at the center of their marketing relationships. This trend has been accelerating over the last three to four years as more vendors want to put their owned media at the center of how they engage with their customers and prospects. It's important to note that when we talk about owned media this extends beyond the vendors' corporate websites to their social media channels, vendor-owned events and also the vendor-branded content they create. Our customers are creating ever-more complex owned media ecosystems.

This shift changes the way in which our customers want to do business with IDG. Our customers are no longer coming to IDG wanting to place simple advertising messages with our brands — they want to know how we can support their marketing efforts by bringing together our media, data and marketing services offerings that work across a vendor's owned, earned and paid media efforts. By having owned, earned and paid media working together, marketers drive greater market impact for their content marketing.
We have all heard of the trend around brands becoming publishers as brands look to change the relationships they have with their customers and prospects. We are now seeing many of the leading tech vendors launch their own editorial, thought leadership platforms such as:

- Cisco: Connected Futures
- HPE: Enterprise Forward & Business Value Exchange
- Dell: Future Ready
- Intel: IT Center & IT Peer Network
- Adobe: CMO.com

Q What is behind this shift, and what does it mean for IDG?

A The reason vendors are launching these platforms is because they realize that to build thought leadership and shift perceptions they need a content-based owned media property that gives their customers and prospects a differentiated experience of their brand. This is a totally new client conversation that's much more complex and requires us to shift away from talking about products to talking much more about our overall capabilities and general approach to working with clients strategically. IDG, therefore, needs to be more strategic with our sales approach. This shift also means we need to move outside of just talking about media budgets, traditionally handled via the agency, which is why the client-direct sales channel is so important. This all adds more complexity to the sales process. The big upside to this is that there are so many more opportunities for IDG to sell our services — including thought leadership content development, platform builds, audience development, social amplification, etc. — and it all plays very well to the key strategic initiatives from IDG such as the recent Strategic Marketing Services launches for The Content Marketing Practice and our new Social Business Portfolio. However, as always, the key is about client coverage and asking the right questions and then selling strategically.

Q You mention selling strategically and asking the right questions, can you be more specific?

A Sure, the main thing for us to be able to sell strategically is to be in front of the right client decision makers and asking the right questions. We need to understand the business outcomes that these marketers want to drive. To get to the heart of this the questions we ask, as salespeople, are absolutely key. We need answers to questions like: What is the overall aim of your marketing program? What are the strategic business objectives that you are looking to achieve? What business KPIs are you working towards? What does success look like? What is the key value proposition you're looking to communicate? What do you want your audience to think/do/feel when they see your campaign? How will you be evaluating suppliers?

The list of questions you need to ask is huge, but it's only by gathering this critical understanding of a client's objectives that we can begin to make more strategic recommendations on how IDG can support these goals. I think this is a big change for many salespeople. We have been used to being in a media agency-driven conversation and therefore talking, and asking about, media planning processes and media driven KPIs. To sell strategically we need to be much more aligned with the end goal, business

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IDC opens regional research center in Cairo

Leading your Organization's Digital Transformation
Strategic Partner
itida
Developing IT in Egypt
#IDCEGYPTCIO
CIO
IDC

(Seated, l-r): IDC VP/Managing Director Middle East, Africa and Turkey **Jyoti Lalchandani** and Asmaa Hosny, CEO of ITIDA, sign the memorandum of understanding as IDC Managing Director/CEMA Region **Steven Frantzen** (standing, center) and H.E. Yasser El Kady, Egypt's Minister of Communications & Information Technology (right) look on. The signing took place during the Egypt CIO Summit, which attracted 188 attendees and the support of five partner companies.

In the latest example of IDC's commitment to the increasingly important Middle East and Africa region, the company formally announced the opening of a wholly owned office in Egypt at the second annual Egypt CIO Summit in Cairo on April 11. The opening follows the creation of IDC Saudi Arabia in 2011. Members of IDC's senior management team, representatives from the country's Ministry of Communications & Information Technology (MCIT) and the IT Industry Development Agency (ITIDA) were on hand for the launch.

"Egypt is a natural fit with IDC's strategy to invest and grow its presence across the Middle East and Africa," says **Jyoti Lalchandani**, IDC's vice president and managing director for the Middle East, Africa and Turkey. "IDC has been researching the Egyptian ICT market since the mid-1990s, and our research coverage encompasses the entire spectrum of the industry, including hardware infrastructure, packaged software, IT services, telecommunications, vertical markets and our recently launched IT Executive Programs, which have been designed with the specific needs of CIOs and IT leaders in mind. Given this expanded coverage, it made perfect sense for us to open IDC's newest office here."

Checking out the new Cairo office are (l-r): **Jyoti Lalchandani**; IDC Egypt staff **Ahmed Moussa** (Consulting), **Taher Abdel-Hameed** (research analyst, Devices), **Yehia Badawy** (senior research analyst, IT Services), **Sohier Ali Sherief** (Arabic editor); **Steven Frantzen**, IDC CEMA; **Mike Jennett**, VP/Research, IDC U.S.; **Erik Berggren**, VP/Research, IDC U.S.

A small number of analysts and consultants are already on board, ramping up to 12 to 15 staff by the end of this year, and a country manager will be hired in the next few weeks. "Initial priorities will involve building close ties within the local Egyptian ICT community — vendors, key end-user organizations and ITIDA. In addition, our team in Egypt will assist the MEA team in numerous consulting opportunities, Tracker and CIS reports," Lalchandani said.

In addition to its research portfolio on the Egyptian market, IDC has spent the last few years supporting ITIDA in its efforts to promote Egyptian IT and IT-enabled services companies in export markets across the Gulf Cooperation Council countries and Africa. Together, ITIDA and IDC have successfully developed and executed programs that encourage cooperation between Egyptian IT players and the systems integrators and solution providers they need access to in order to thrive in these target markets. Bundled with access to IDC's expert analysts and research capabilities, the partnership is enabling ITIDA's mission to promote trade in international markets and become a strategic advisor to local, regional, and global companies.

According to IDC's latest forecasts, the Egyptian ICT market is expected to total around $8.95 billion in 2016 and grow to $10.32 billion in 2019. Much of this growth will be driven by spending on IT services and packaged software. As Egypt emerges from its previous period of transition, the economy is expected to demonstrate solid economic growth under the new government, spurred by significant reforms and external investment, according to IDC.

"IDC's new office will support expansion and job creation for highly skilled research professionals," said H.E. Yasser El Kady, Egypt's minister of Communications & IT. "The agreement comes as part of Egypt's endeavors to attract foreign direct investment and is clear confirmation that the country has evolved into a favored high-end service delivery destination for Europe, the Middle East and Africa."

The office is located in Cairo's Smart Village, the country's first technology cluster and business park. It is IDC's eighth office in the Middle East and Africa, joining the regional headquarters in Dubai and satellite offices in Riyadh, Istanbul, Nairobi, Casablanca, Lagos and Johannesburg.

Write to Jyoti Lalchandani. ■

continued from page 2

AGENDA 2016

producer, McCrory consulted with IDC's **Meredith Whalen**, SVP, IT Executive, Industry and Financial Research, to verify that companies were advancing through IDC's digital maturity model and understand IDC's thoughts on the digital accelerators — such as IoT and robotics — to enhance the program. Whalen then served on the advisory board and as a keynote speaker, discussing IDC research and the CIO's role in digital transformation.

While the 2015 event received very high attendee marks overall, feedback led conference organizers to hone program elements such as adding even more case studies. "We featured many more case studies of digital success as well as deeper dives into the leadership issues integral to change management and strategy in the digital age," McCrory said. Workshops were developed by the CIO Executive Council and included a plenary session as well as a flight of two-hour labs. "This gave attendees hands-on, interactive experiences and allowed the CEC to showcase the kind of programming they offer members," McCrory said.

Also, new was the addition of two video profiles of Premier 100 winners. One was created by IDG.tv for Computerworld and served to let other honorees know that the producers, Computerworld Senior Features Editor **Tracy Mayor** and Editor **Ellen Fanning**, were looking for additional volunteers for profiles. "This added a very human element to the program as we learned more about two of the honorees — one of whom has taken up ballroom dancing and the other who lives on a working farm while running IT for a manufacturer," McCrory said.

A highlight of the agenda was Domino's chief digital officer — Dennis Maloney — who blew everyone away with the story of the company's digital transformation and the breadth of its digital services (you can now order from Domino's not only by tweeting an emoji but also via a connected Ford car or an Amazon Echo), McCrory said. Maloney was largely responsible for growth in digital ordering from 20% to 50% and an increase to $2 billion in sales since the pizza chain was reformulated in 2010, McCrory noted. "He also was a riveting speaker and had a great presentation with lots of stats and videos. He was our top-rated speaker (91% of attendees rated him excellent or very good) and he outranked even our paid keynoter, Gary Hamel of London Business School."

*U.S. Media SVP **John Gallant** (left) presents a Digital 25 award to Dustin Humphreys, VP/Digital Pharmacy Innovation, CVS Health.*

"This event provided information that was relevant with the right balance of business and technical presentations," said attendee Sherri Zink, SVP, chief data & engagement officer, BlueCross BlueShield of Tennessee. "It was a great way to reinforce the items on my current roadmap and also validated that I am focused on the right things for the future. I enjoyed connecting with peers and gaining a new network of friends and colleagues. The venue was beautiful, and that was an added bonus."

The Florida location served as a good national draw

AGENDA 2016 draws high praise from attendees

Following is a sampling of the verbatims from attendee evaluations:

Great content — very relevant and thought provoking
Great content and contacts!
Good value
Very well organized, great topics that I felt were relevant to my industry
No other conference I have been to where the senior-most decision makers for business technology are in one place
Great value for planning and adjusting technology strategy
It was worth it just to hear of the Domino's journey
The content was great
The conference was very good. The sessions were outstanding. Information was very relevant.
Love these conferences. Attended the CIO 100 too. Great small size. Really smart people.
An amazing opportunity for access to industry leaders and insiders and a plethora of amazing content. Well done!
This was a career eye opener.
Another great networking and learning event from the CIO Executive Council. It was inspiring to learn from peer success.

Job Spotlight

On the job: Associate Product Manager

The past few years have seen huge changes in the media space. These changes have resulted in the creation of new jobs with unfamiliar-sounding titles and the retooling of old jobs to incorporate new skills and ways of doing business. IDG World Update's occasional Job Spotlight series is designed to provide insight into what our colleagues are up to.

Name
Catherine Bonner, IDC Framingham

What an associate product manager does
IDC has a portfolio of products called IDC DecisionScapes that are research methodologies tailored to the IT buyer. Within this portfolio, I manage two products: the IDC MaturityScape and the IDC MaturityScape Benchmark. These help IDC's end-user customers evaluate the maturity of an IT technology and provide guidance to improve their maturity within this area. The MaturityScape is a higher-level, worldwide document and pulls from an analyst's knowledge of that area, while the MaturityScape Benchmark is regional and includes a survey component that shows how organizations in that region compare to one another other. My main responsibilities with these methodologies include training IDC analysts, evaluating the efficiency of all phases of product development, tracking MaturityScape product planning globally and reviewing products before publishing.

The services I provide and who my customers are
The customer for the products I work on is the IT professional. My position is largely internally facing, however, so my customer would moreso be IDC research analysts, and the service I deliver to them is training on how to create an IDC DecisionScape document. I guide them through the structure of the document and the tables and figures to help them understand how to create the report. Since the IDC MaturityScape Benchmarks contain a data component, I also explain how the analysts should use this data.

Key skills required for my job
Organization is critical. The products I manage are interconnected, so a lot of coordination must occur to ensure they publish in the standard format. As our regional analysts begin to create these reports, the level of organization needed has become more complex as we encounter different business processes at each location. Another key skill is the ability to manage and communicate change. Since most of the IDC DecisionScapes are new documents, they are still undergoing a lot of change as we uncover new complexities. It's important as changes are made that these are properly communicated to analysts and other individuals.

A typical day
It first and foremost includes reviewing reports for quality, which takes precedence over my other responsibilities to ensure reports are not held up when on deadline. When not reviewing documents, I could be working with analysts and answering questions they have regarding getting started writing their report. Finally, since the IDC DecisionScapes are new, there are always side projects I'm working on to evaluate the methodologies to see if there is room for improvement in either the document itself or the process around it.

Associate Product Manager ***Catherine Bonner*** *joined IDC in May 2015.*

Best part of my job
I get to be a part of developing/enhancing new IDC products. It's exciting to be involved in a growing area. I always have a new problem to tackle, which keeps my job interesting.

Most challenging part of my job
This overlaps a bit with the best part. When issues arise, they are usually not something IDC has encountered before since the IDC DecisionScapes are new documents. Additionally, since I am still fairly new at IDC, not yet understanding what each group does and how to navigate throughout the company can prove challenging.

A recent work accomplishment
Establishing a detailed tracking tool for my two methodologies. IDC has a research planning tool, however, my products required a more specific tool that would allow me to track/filter reports as needed. This tracking tool has helped streamline coordination amongst analysts looking to create MaturityScape and MaturityScape Benchmark reports and gives me better insight into upcoming reports.

What my colleagues would be surprised to learn about me
I am a loyal attendee of a Spartan Boot Camp class. ■

noteworthypeople

New employees

Adamson

Previously a key account manager with Alliance Healthcare, **Nasreen Adamson** joins **IDC U.K.** as an account manager. She is a qualified barrister who studied at the Inns of Court School of Law in London and last year traveled to Australia, New Zealand and Thailand, "the holiday of a lifetime." nadamson@idc.com

Rajyalakshmi Ganne joins the **IDG Technology Services Group** as a developer charged with gathering projects' business requirements, designing, coding and testing. Previously an onshore developer with Tata Consultancy Services Ltd., she holds a B.S. in computer applications from India's Sri Venkateswara University and an M.S in information systems from Nagarjuna University. She enjoys reading, particularly about spirituality, health and humor. rajy_ganne@idg.com

New with **IDG Connect**'s Services and Solutions team in Framingham, Mass., is Account Manager **Jarrod Hagen**. Previously with Criteo, where he sold B2C digital display advertising, and Forrester Research, he holds a B.A. in business from Saint Michael's College in Colchester, Vt. He enjoys spending his free time with his family and playing golf and hockey. jarrod_hagen@idgconnect.com

Tech & Marketing News from IDG

IDG Corporate Marketing's "Tech & Marketing News from IDG" newsletter aggregates top stories from tech and marketing news sites, including IDG sources. Topics include media, marketing, mobile, social, video, the tech industry and press mentions about IDG and IDC. Sign up here for the mailing list. Recent items:

The Winnipeg Free Press' bet on micropayments will generate about $100,000 in revenue this year (NiemanLab)

The Atlantic tests mobile ads built for Google Amp (The Wall Street Journal)

Newsonomics: With new roadblocks for digital news sites, what happens next? (NiemanLab)

Google tests exchange bidding in DoubleClick For Publishers, with eye on mobile
(MediaPost)

Twitter has outsized influence, but it doesn't drive much traffic for most news orgs, a new report says (NiemanLab)

The evolution of SEO (Search Engine Land)

YouNow is the latest platform publishers are using to reach young audiences (Digiday)

Marketers must embark on a 'customer journey' across all channels, Salesforce survey says (The Drum)

Publishers seek to stop Brave browser ad-blocking tool
(The Wall Street Journal)

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

32
Penny Winn *IDG International Publishing Services*

24
Christian Christiansen *IDC*

22
Denise Haines *IDC*

14
Mitsuyuki Tachihara *IDC Japan*
Stephen Sauer *U.S. Media*

13
Nobuyuki Skata *IDC Japan*

12
Michael Fletcher *IDC*

11
Jerome Drevet *IDC France*
Grace Moy-Ng *U.S. Media*
Scott Lundstrom *IDC*
Eva Au *IDC Asia/Pacific*

8
Mukesh Chulani *IDC Turkey*
Jonathan Busse *IDG U.K.*
Jay Park *IDG Korea*
Rohan Pearce *IDG Australia*

6
Martha Vasquez *IDC Mexico*
Veronica Hernandez *IDC Mexico*
Zuzana Babicka *IDC CEMA*
Petr Svagrovsky *IDC CEMA*
Lenka Zizkova *IDC CEMA*
Chris Lee *U.S. Media*

5
Juraj Skalny *IDC CEMA*
Joseph DeCristoforo *IDC*

4
Crystal Sin *IDC Hong Kong*
Bidisha Ghosal *IDC Singapore*

3
Jess Tang *IDC Singapore*

2
Eliseu Santiago *IDC Brazil*
Carl Brithén *IDG Sweden*
Michael Heys *IDC U.K.*

1
Simona Corvino *IDC Italy*
Jose Antonio Lorenzo *IDC Spain*
Mohamad Twaishi *IDC Middle East, Africa & Turkey*

continued from page 3

One on one

outcomes our customers want to deliver for their businesses.

Q You also talked about how the marketplace has now gotten so much bigger for IDG. Can you explain?

A IDG today is a truly global media, data and marketing services company. This opens up a much bigger marketplace for IDG outside of our traditional media and publishing business. We help clients develop content and messaging, develop social media strategies, deliver leads across the funnel from marketing leads all the way to highly qualified SQLs [sales qualified leads], we deliver events and account-based marketing (ABM) campaigns. We have so much to offer and at global scale. With this bigger marketplace comes increased competition, as we are now competing with networked agencies that offer their own services, boutique content and marketing service agencies, analyst organizations, content platforms, lead generation and telemarketing companies, other publishing and media companies and specific ABM players like Demandbase and, of course, LinkedIn.

The challenge for our sales organization is to keep up to date with all this competition as all our customers will be working with multiple suppliers. Of course, IDG's key strength is that we put all this together globally, all underpinned with our deep domain expertise — which is a wonderful story to tell any customer! ■

celebrating20

Simon Jary

Publishing Director, IDG U.K.

Employees who celebrate two decades of service to the company are recognized with a very special gift from IDG: a 20th anniversary trip to the destination of their choice. IDG U.K.'s Simon Jary recently traveled with his family to Japan.

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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Anne McCrory *IDG (U.S. Media)*
Neil Michael *IDG Global Solutions*
Anulekha Shetty *IDC Middle East, Africa and Turkey*

Joined IDG U.K.
1992-1994, then re-joined June 26, 1995.

Career path
I started out as a sub-editor on Macworld and LotusWorld, working up to Macworld deputy editor before rejoining as editor of Macworld after a year working on a start-up daily London newspaper. When the Mac and PC sides of IDG U.K. were unified in 2002, I took over as editorial director and became publishing director in 2006.

Why I chose this trip
Japan is just such a curious place compared with everywhere else I've visited. Two weeks on a beach would have been lovely, but I wanted something more challenging. Japan has neon urban robot cool, retro weirdness, Buddhist serenity and natural beauty. My family (wife Julie, and 9-year-old daughter Lexi) all love Japanese food and culture, and we wanted to sample all the above aspects of Japan.

Trip highlights
We were lucky that the cherry blossoms arrived just ahead of us in each region we visited. We started in Tokyo, which blows you away with its scale — even though we live in central London. We caught the Shinkansen (bullet train) to Hiroshima. I have to admit to becoming a bit of a trainspotter, but it's impossible not to love Japan's super-efficient and speedy transport systems. Shanghai's Maglev (which we tried on our journey home) might be faster, but the Shinkansen is in another world for comfort and ease of use. You can also say the same about Japanese toilets, which are — dare I say it — life-changing.

The World Heritage site Itsukushima Shrine on Miyajima.

Osaka's Dotonbori area is all neon and octopus balls.

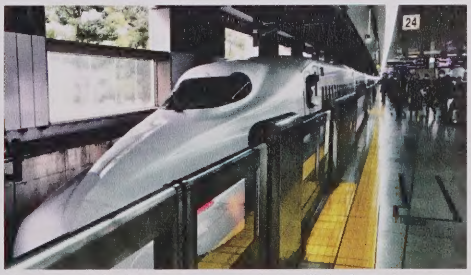
Julie, Lexi and me outside Nagata-ya, our favorite Hiroshima Okonomiyake restaurant.

A special highlight was the days spent on the beautiful island of Miyajima, just off Hiroshima. We stayed in a traditional ryokan, so it was kimonos, sore knees and futons for a taste of old Japan, and we visited the many shrines on Mt. Misen.

Kyoto is much smaller and has a little more of a settled character than the bustling Tokyo. We went on a walking tour of the Geiko and Maiko area of Gion (you don't call them Geisha in Kyoto), which was illuminating. The local food was incredible: sashimi, okonomiyake, tempura, and (of course) sushi.

Kyoto's Maiko on their way to work.

We also visited the neon madness of Osaka and its opposite at the Hakone National Park, where thick mist sadly obscured our view of Mt. Fuji, as apparently it nearly always does. If any IDGers need any Japan tips, please get in touch. You won't regret this trip of a lifetime.



Maybe not the fastest any more but still the best: Japan's Shinkansen bullet trains.

IDG World Update

EMPLOYEE NEWS AND INFORMATION

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IDG U.K.'s Techies target digital disrupters, startup sector

Formerly known as the Techworld Awards, the recently relaunched Techies were billed as a celebration of U.K. technology innovation, digital disruption and entrepreneurship.

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One on one: IDC Group VP/Executive Advisory Strategies Rich Vancil

Women in leadership event provides inspiration

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IDG Spain Community Manager Rocio Guille (left) is among FIPP's Rising Stars in Media honorees.

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Tierra del Fuego
BAHIA LAPATAIA
Republica Argentina

Celebrating 20: IDC's Henry Morris marked two decades of service with a trip to Patagonia.

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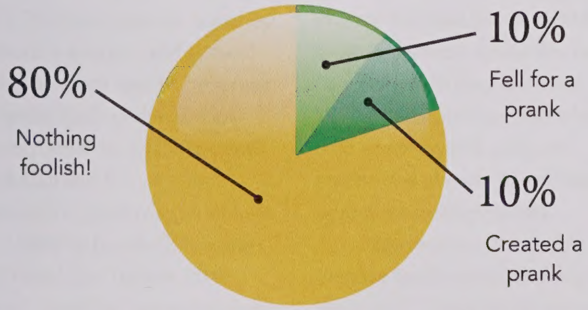
Question of the week results

What happened to you on April Fool's Day this year?

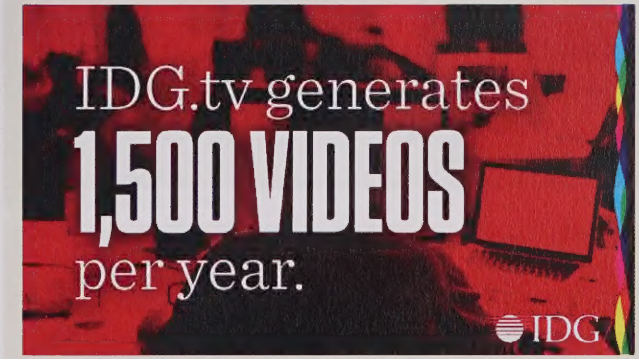


Log on to www.idgcentral.com to vote on this week's question:

Do you use Snapchat?

CLICK HERE

Marketing resources on IDG1



Find images like this one on IDG's corporate marketing site, IDG1, which has ready-made visuals and tweets to share on social media, as well as general resources related to IDG's new brand rollout including brand guidelines, IDG fonts, a library of all IDG logos, a graphical assets library and templates for business cards, sell sheets and PowerPoint slides. Contact Lauren Kirchberger for a password.

IDG U.K.'s relaunched Techies target digital disrupters, startup sector

After more than a decade in the local market, IDG U.K. relaunched its Techworld brand in January 2015 to focus on a previously underserved subsection of the enterprise market: digital disrupters, developers and the startup community and their impact on U.K. business and society. The decision has paid off handsomely, according to IDG U.K. Publishing Director **Luc Borg**, who noted that page views for the first quarter of calendar year 2016 are up 350% over the same period in 2014. In late February, the company's seven-year-old Techworld Awards underwent a similar rebirth — and the results were, once again, "incredibly positive," Borg said.

> "This was a true team effort and the first time we've ever worked in partnership like this across the U.K. brands."
>
> *Luc Borg*

Now called the Techies, the awards were billed as a celebration of U.K. technology innovation, digital disruption and entrepreneurship. "This inaugural event was an undeniable success," Borg said. The team awards launched without a sponsor and instead relied on entry fees to generate revenue. Each of the 104 entrants paid a fee of 250 pounds (US$350) and the program achieved a profit margin of 54%.

Held at London's five-star ME Hotel, the Techies 2016 were hosted by Techworld Editor **Charlotte Jee** and supported by a cross-brand team including Editorial Director **Matt Egan**, Computerworld Editor **Matthew Finnegan**, CIO Editor **Edward Qualtrough** and Online Editor **Scott Carey**.

The evening got under way with drinks, canapes and networking, followed by the awards ceremony and an after-party complete with DJ.

Borg said he was "hugely proud" of both the organization of the program itself as well as the caliber of entrants for this inaugural event. "Charlotte did a fantastic job and she received great support from colleagues — this was a true team effort and the first time we've ever worked in partnership like this across the U.K. brands, allowing us to demonstrate the breadth of the U.K. enterprise portfolio."

Among the entrants were such well-known companies as Barclays, GLH Hotels, Dimension Data and Ticketmaster, which took home four awards including Best Place to Work for Developers, Rock Star Developer, Innovative Team in Financial Service and the Techies 2016 Grand Prix award honoring the entrant that had showcased the most innovation across the year.

Borg said they will most likely sign several sponsors for next year's awards program and he has already heard from several interested parties.

"We received incredibly positive feedback on the night," Borg said. "Every single winner called to the stage wanted to give an acceptance speech — they were hugely engaged and clearly proud to receive their accolade from a brand they trust."

Contact Luc Borg. ■

PHOTOS BY DOMINIK TOMASZEWSKI

*IDG U.K. Account Director **Kat Neal** (second from left) with (l-r): CIO U.K.'s **Edward Qualtrough**, Online Editor **Scott Carey** and Online Editor **Christina Mercer**.*

*(L-R): Techworld Editor **Charlotte Jee**, Online Editor **Scott Carey**, Computerworld Editor **Matthew Finnegan**, Editorial Director **Matt Egan** and CIO Editor **Edward Qualtrough** do a quick rehearsal.*

***Matt Egan** presents an award.*

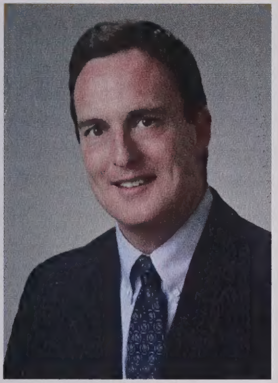
the techies 2016
techworld

***Matthew Finnegan** (right) was one of several IDG editors presenting awards.*

OneonOne

Rich Vancil

IDC



The group VP, Executive Advisory Strategies, is this week's columnist. Reach him at rvancil@idc.com.

> "Our goal is to help [CMOs] to be better marketers, and our guidance and advice is heavily research based."

Q What is IDC's Executive Advisory Group?

A This is IDC's "role-based advisory" for CMOs and senior marketers in the IT vendor community. Our goal is to help them to be better marketers, and our guidance and advice is heavily research based. Let's say that 100 CMOs are all working on the same difficult issue such as "How do we organize for an effective content marketing capability?" Our research job then becomes the answer to this question: "Of those 100 marketers, who are the top two or three best practitioners who have developed excellence in content marketing, and can we hold them up as examples to the other 97 or 98?" We deliver the answers in our published reports, through our presentations and webcasts and in lots of face-to-face meetings, both with individual clients and in groups. One of our most popular deliverables is a group meeting called the Marketing Leadership Board. These are two-day peer-to-peer sessions wherein like-minded top executives work with IDC and each other on these shared issues of new marketing processes.

The Executive Advisory Group also has a foundational expertise in helping CMOs with their annual budget planning and resource allocations. We developed an activity-based managerial accounting system for analyzing marketing spend. Our clients use this analysis to make budget choices.

Q How is the role of the CMO changing these days?

A At a minimum, I would need to break down my answer to that question for a CMO at a large and established IT vendor ($1billion-plus in revenue); versus a CMO at an emerging and fast-growth vendor.

For the established vendor, the CMO's key job today is trying to rework the organizational processes and execution so as to be more responsive to today's new buyer — who is moving and changing his buying habits faster than his vendors are changing their marketing practices (or habits). This is a tough job. This legacy vendor has an ingrained rhythm of marketing and selling that has been in place for decades, in some cases. We see this over and over again; it's very hard if not impossible to completely overhaul a legacy organization. Some vendors are on their third or fourth major attempt at this.

The CMO at the emerging vendor has it a little bit easier primarily because there is no legacy to get in the way. This CMO can build and grow the operation the way it needs to be done, to meet the requisite marketing and selling experience that the new buyer demands today. A big part of that experience is that the buyer wants not so much to be sold to, as he wants education, information and peer connection. The CMO at the emerging vendor knows this, and so sets out to execute on marketing actions to inform and educate. That same CMO oversees an analytics workbench of mar-tech tools that is closely coupled with the CRM tools used in sales. In this way, the CMO and the chief sales officer are looking at the buyer's journey progression through the same lens.

Q What is the short-list of the new processes that a CMO must adopt — whether it's an established vendor or an emerging vendor?

A The EAG team this month has been presenting our "Five Key Competencies for a Modern Marketing Organization." Here they are (with a short explanation of why they are key):

Content Marketing: The buyer's journey begins with self-directed education, where the vendor's content marketing process and assets are king.

Sales and Channel Enablement: This issue is never fixed or finished. Great sales enablement means constant audits, cleansing and re-evaluation of the seller's and buyer's requirements for assets and tools.

Customer Intelligence and Analytics: Data-driven analysis of the buyer's journey is no longer a "nice to have." The marketer's grasp of these tool sets needs improvement.

Integrated Digital and Social Engagement: Traditional media execution is still about 65% of the marketing mix. The shift to digital is on, but it lags behind what buyers want.

Loyalty and Advocacy Marketing: Especially for cloud-based software vendors, we are now in the "subscription economy." Vendors aim to convert early users into "upsells" and "renews," and then convert those happy customers into advocates. Those advocates become part of the vendor's Content Marketing process. Specific loyalty and advocacy marketing-execution is a highly specialized process.

continued on page 7

Employees gain tips for personal, professional success at Simmons Leadership Conference

As part of the company's training portfolio, IDG and IDC each gave 50 female employees the opportunity to attend the 37th Simmons Leadership Conference in Boston last month, which focused on "Women Leading Change." The group joined more than 3,400 other participants who gained insight from inspirational speakers from business, the media, philanthropy and other arenas on how to maximize their success in the workplace.

"We are thrilled to be able to offer such an exceptional opportunity to IDG employees year after year and to demonstrate our continuous commitment to advancing women's leadership," said IDG Training and Development Coordinator **Jordan Nuerminger**. "Our attendees are able to learn key skills and tools to further their development, both personally and professionally."

The day of workshops, networking, exhibits and book-signings was anchored by keynote speakers Carla Harris, managing director and senior client advisor at Morgan Stanley; Geena Davis, actor and founder of the Institute on Gender in Media; Anita Hill, professor of law, public policy and women's studies, Brandeis University; and America Ferrera, actor, producer and activist.

One oft-repeated theme was the importance of authenticity. "Your authenticity is your competitive advantage," Harris said. "People gravitate to you if you are authentic. They will trust you, and that's the heart of any successful relationship."

Davis said the information her institute has shared with studios has laid the groundwork for big changes in how women and girls are portrayed. "If we can show gender equality in movies and other media, that will help change the reality," Davis said. Hill asked, "what if" the Senate Judiciary Committee had acknowledged her testimony during the 1991 hearing for Supreme Court nominee Clarence Thomas. "The Senate could have served as the model to move women forward if they had responded differently," she said.

*Among the 50 IDC attendees were (l-r): Senior Research Analyst **Victoria Brown**, VP **Kimberly Knickle**, Client Relationship Manager **Megan Roman** and Senior Group Manager **Petra Kacer**.*

IDG WORLD UPDATE PHOTOS

*(Front, l-r): **Jordan Nuerminger**, Training and Development coordinator, IDG; **Beth Ramistella**, SVP/Human Resources, U.S. Media, IDG; **Alana Dros**, VP, Corporate Human Resources, IDG. (Back, l-r): **Andrea D'Amato**, SVP, IDG Global Solutions/Americas; **Emily Hanoian**, senior HR coordinator, IDG; **Emily Smith**, HR coordinator, U.S. Media, IDG; **Danielle Thorne**, VP/Digital Account Services, U.S. Media, IDG; **Kelly Wennik**, consulting solutions manager, IDC Custom Solutions.*

Ferrera spoke about how she was determined to pursue an acting career even though it appeared the odds were stacked against her growing up. "The labels I ran from were actually the ones that led me to my first big acting job; be comfortable in your own self. Talent is universal, but opportunity is not. Own your opportunity if you can" and make the most of it, she said.

"I walked away from the day energized and excited to bring back what I've learned," said U.S. Media Director of Digital Operation **Johanna Himes**. "Carla Harris' thoughts on the three adjectives that you would want others to say about you at work (how others perceive you), as well as her emphasis on authenticity were big take aways for me. It's a conference to focus on yourself, rather than an industry event, which I really appreciate, and I hope that IDG continues to be a part of it."

U.S. Media is exploring additional ways to incorporate women in leadership programming for its staff, which includes sending representatives to the Women in Technology Summit in San Jose, Calif., in June and the Grace Hopper Celebration of Women in Computing conference in Houston in October.

IDC will be hosting a table on April 21 at another well-known professional development and networking event, the Watermark conference for women in Silicon Valley. "Both the Simmons and the Watermark conferences are very important women and diversity initiatives for IDC's Affirmative Action plan," said IDC VP/Human Resources & Education **Debbie Bernardi**.

Write to Jordan Nuerminger, Debbie Bernardi and U.S. Media SVP/Human Resources Beth Ramistella. ■

Job Spotlight

On the job: Marketing Intelligence Director

The past few years have seen huge changes in the media space. These changes have resulted in the creation of new jobs with unfamiliar-sounding titles and the retooling of old jobs to incorporate new skills and ways of doing business. IDG World Update's occasional Job Spotlight series is designed to provide insight into what our colleagues are up to.

Name Bridget Cammarata, IDG Strategic Marketing Services

What a marketing intelligence director does
The IDG SMS team creates leading-edge marketing campaigns for top technology companies. These programs integrate our social services, website development, audience development, custom content, custom ads, etc. and utilize IDG's global brands. They can run for three months to three years. I'm responsible for architecting and standardizing report templates designed to tell the story of these campaigns – how they are meeting guarantees and strategies, how each tactic is contributing, what's working or not and providing analysis-positioning performance. The key is pulling in all relevant data from multiple data sources, identifying trends and areas of discovery and communicating with internal and external stakeholders. Renewal and discovery are the rewards.

The data is also used for program benchmarking and product development. I also provide feedback and insight into SMS's business intelligence development.

The services I provide and who my customers are
Program report templates, monthly reporting/analysis for integrated marketing programs, helping program managers and others on campaigns to understand performance. Primary customers are both internal and external — program architects, program managers, the social services team, sales and the agency and/or client.

Key skills required for my job
Strong marketing and analytical skills; excellent verbal and written communications skills; being a data junkie who enjoys pulling together multiple data sources to create positioning; accurate and strong attention to detail; good problem solving; creativity; being an open thinker with a good sense of humor.

Best part of my job
Working with smart, creative people both internally and externally. Constantly learning and evolving as our programs meet market trends.

Most challenging part of my job
Deadlines all fall within the first two weeks of the month (clients prefer to have calendar-month reporting for seamless month-over-month analysis). Another challenge — a rewarding one – are those times I'm asked to provide analysis of a program where there's a negative perception of performance or risk of losing the business. I'm charged by the pressure, the hunt to find the data gem to tell the right story and especially rewarded if I'm able to help turn it around.

Marketing Intelligence DIrector ***Bridget Cammarata*** *began her IDG career at CIO in 1991.*

Why and how I got involved in this career
I enjoy sales and marketing, which go hand in hand, but also have an analytical thought process, in that I enjoy breaking down complex details and putting them back together to create a meaningful story. My experience over the last 23-plus years at IDG and prior to that have shaped where I am now. I started at CIO supporting its founder Joe Levy and the VP of marketing. In the early days I pro-actively went to the IDC library to read up on a technology or a specific client, packaged my findings and provided it to the publisher and/or sales executive prior to a client meeting. As CIO grew, I had the opportunity to work with talented mentors and established a full-service marketing research function supporting both marketing initiatives and sales. I led the creation, analysis and packaging of custom market and competitive research. My current role combines all the skills I've learned along the way and applied to the performance story of the innovative campaigns our team creates with the goal of renewal.

What my colleagues would be surprised to learn about me
My passion for training and competing with my Bernese Mountain Dog, Jackson. We're going for his grand championship this year in the conformation ring, working on earning obedience titles and beginning draft work. He's a great companion who keeps me learning and my hall pass for getting out of town and having fun with great people. ■

noteworthypeople

Promotions

Tong

Janice Tong, publisher of the consumer division and account director of the channel division at **IDG Australia and New Zealand**, has been promoted to vice president, Strategic Marketing Services, APAC region. She will support IDG's owned and operated businesses in the region (Australia, South Korea and India), SMS programs from Singapore (via IDG Global Solutions) and IDG's partners in the region such as Nikkei BP, Executive Networks and Questex. She will remain as publisher of PCWorld in Australia and New Zealand and Good Gear Guide in Australia.

"Janice has worked across ARN and PC World for almost a decade and been responsible for creating some really innovative marketing programs," said Managing Director **Davy Adams**. "She was also the driving force behind a million dollar regional Microsoft program." janice_tong@idg.com.au

New employees

Beaudreau

Most recently a product specialist at Staples' corporate office, **Jill Beaudreau** is the email operations coordinator at **IDG Connect**. She has a bachelor's degree in fashion design and retailing with from Framingham (Mass.) State University. Her many outside interests include rock climbing, archery, paint nights and mentoring through the Big Brother Big Sister Program. jbeaudreau@idgcommunications.com

Ciarletta

IDC U.K. welcomes Research Analyst **Francesca Ciarletta** to the European IT Infrastructure and IaaS Services team. She was recently a market intelligence analyst at Causeway Technologies Ltd., an IT software provider. Francesca has an MSc in entrepreneurship from the University of Nottingham and enjoys fitness, traveling, the arts, classical music and progressive rock. fciarletta@idc.com

Shakoor

Also at **IDC U.K.**, **Adnan Shakoor** is working with the IT Technical Support EMEA group. He was recently an IMAC engineer with Deutsche Bank. Adnan has a Level 3 diploma in ICT Professional Systems Principles and ICT Systems Support from City and Guilds of London Institute. Outside the office he has mastered the art of maintaining a marine fish tank that includes a variety of sea creatures and corals. ashakoor@idc.com

Returning employees

Davidson

Michelle Davidson is a community manager with **Network World**, managing bloggers and writing features on emerging technologies. She joined Computerworld as a copy editor in 1994 before leaving in 1998 for TechTarget and most recently served as editor of RAIN Group's B2b website. Michelle has a B.S. in journalism from Boston's Northeastern University. She's on a competitive trivia team, runs 5Ks and enjoys books and movies. mdavidson@nww.com

IDG Spain Community Manager Rocio Guille named FIPP Rising Star in Media

INSIGHTS INTENT & ENGAGEMENT
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WE'RE SMART. CURIOUS
NOVATI
VEN.

*IDG Spain Community Manager **Rocio Guille** (left) and **Alezeya Sánchez**, IDG Spain B2C director, who nominated Guille for the FIPP recognition.*

Rocio Guille, community manager at IDG Spain, is among 29 honorees named to FIPP's second annual list of Rising Stars in Media. The Rising Stars program was launched in 2015 to discover and recognize talented individuals under the age of 30 who are responsible for outstanding initiatives for the industry, their companies or their brands.

FIPP RISING STARS IN MEDIA

Submissions for the 2016 program were from Australia, Brazil, China, Czech Republic, Denmark, India, Italy, Japan, Poland, Russia, South Africa, Spain, UAE, U.K. and the U.S. and included individuals with responsibility for editorial, digital, social media and site management.

"Rocío has been a big surprise for me,"said **Alezeya Sánchez**, IDG Spain B2C director, who nominated Guille for the recognition. "Her evolution during the last six months has been unbelievable; she is always ready for new challenges and able to assume important responsibilities for her young age with excellent results. Her excellent written skills and the way she takes part in the team, being able to empathize and to react quickly regarding any issues are impressive. Proud of having her in the team."

"Rocio is a rush of fresh and energetic air. She is young, smart and talented, and we are so proud to have her leading all our social media initiatives," said **Manuel Pastor**, country manager, IDG Spain.

Ruud van den Berg, SVP for Magazine Publishing and Advertising, at UPM, sponsor of the program for the second year and one of the judges said, "Again, it was impressive to see what young talent in our industry have been able to contribute to their magazine media brands. I've been delighted by the scope of the entries and by their enthusiasm, energy and diligence."

See more on the FIPP website. ■

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

28
Rick Pastore *CIO Executive Council*

27
Sue Yanovitch *U.S. Media*

23
Ellen Fanning *U.S. Media*

21
Brian Kornegay *IDC Singapore*

20
Susan Brown *IDC*

19
Dawnette Gordon *IDG (U.K.)*
Peter Wiklund *IDG (Sweden)*
Katarina Strömberg *IDG (Sweden)*

17
Lauren Costello *CIO Executive Council*
Maro Eremyan
IDG Strategic Marketing Services

16
Anne McCrory *U.S. Media*
Joakim Allwin *IDG (Sweden)*

15
Gregory Ireland *IDC*
Erik Schmalen *IDC Germany*

12
Lewis Ward *IDC*
Angela Vacca *IDC Italy*
Daniela Konicki *IDG (Germany)*

10
Scot Finnie *U.S. Media*
Yuvisa Muga *IDC Peru*

9
Sasithorn Sae-lao *IDC Thailand*
Joyce Dunnells *CIO Executive Council*
Adam Dennison *U.S. Media*
Marta Garcia *IDG Spain*

8
Richard Lee *IDC China*
Chin Boon Lim *IDC Singapore*
Jely Gonzales *IDC META*
Sarka Krzyzankova *IDC CEMA*
Ranjit Rajan *IDC META*

7
Adeline Phua *IDC Singapore*
Angeli Balchand *IDC META*
Magdalena Kozakiewicz *IDC U.K.*

6
Amit Dalal *IDC India*
Andreas Thors *IDG (Sweden)*

5
Storm Liu *IDC China*
Jaideep Mehta *IDC India*
Amy Machado *IDC*
Tina Ni Riain *IDC*

4
Peter Wise *IDC New Zealand*
Christine Ayuso *U.S. Media*
Natalia Vinogradova *IDC Russia*

3
Lutfi Husein *IDC Indonesia*
Jeremy Soo *IDC Malaysia*
Glorie Perez *IDC Philippines*
Kai Rong Neo *IDC Singapore*
Monica Yeh *IDC Taiwan*
Deepshika Iswary *IDC CCR*
Gina Graham *U.S. Media*
Henrik Schönhoff *IDG (Sweden)*

2
Anna Villanueva *IDC Australia*
Jessica Qiao *IDC China*
Vince Wu *IDC China*
Jensen Ooi *IDC Malaysia*
Serena Foo *IDC Singapore*
Sean Pien *IDC Taiwan*
Ashish Pandey *IDC CCR*
Peter Lindstrom *IDC*
Michelle Catalano *IDG Connect*
Margi Murphy *IDG U.K.*
Isaac Ngatia *IDC META*

1
James Stroud *IDC Australia*
Naveen Kumar *IDC India*
Bhagyashree Medgal *IDCIndia*
Anoop Venkatachala *IDC India*
Maria Theresa Rago *IDC Singapore*
Erin Hur *IDG Korea*
Joseph Poye *IDC*
Karl Berggren *IDC*
Sheila Cravetz *U.S. Media*
PeterRuecktenwald *U.S. Media*
Sarah White *U.S. Media*
Lazaros Karapanagiotidis
IDC South Africa
Maciej Sianos *IDC Poland*
Tomas Sumara *IDC CEMA*
Patrycja Kuriata *IDG Poland*

Customize your IDG Central password

Do you want to change your auto-generated password for IDG Central, IDG's intranet, to something more easily remembered? Click here to connect to the Change Password form. If you don't recall your current password, click on the Forgot Password link.

continued from page 3

One on one

Q There are so many tools now for tech marketers. How is the CMO adopting these new tools and are the CMO and CIO working on this together?

A I started researching the "CMO + CIO" partnership on this topic at least five years ago, and we have been urging our clients to forge a relationship between marketing and IT. The progress that's being made is a bit disappointing. We are just not seeing the deep collaboration between these groups. They should be working on strategies and road maps and budgets, etc., together. The key reason is that these IT choices aren't just the problem of the marketing organization. With so much of revenue generation today starting in the marketing area, a misguided software implementation is not just a marketing department problem, it's a company problem.

IDC research shows that of all of the software tools for an enterprise, the categories for marketing tools are growing the fastest. And the categorical space is very complex. IDC now accounts for over 75 separate categories of tools, and there are hundreds and hundreds of vendors. This is an area where CIOs and CMOs need to be on the same planning page.

Q What were a few of your top predictions for 2016?

A Here's the top three! If any readers want the full list of 10, just drop me an email:

Prediction 1: By 2017, CMOs will spend more on content marketing assets than they do on product marketing assets.

Prediction 2: By 2020, 50% of companies will use cognitive computing to automate marketing and sales interactions with customers.

Prediction 3: By 2017, 20% of large enterprise CMOs will consolidate their marketing technology infrastructure. This refers to the consolidation of vendors that they work with and consolidation to a more limited number of tools with broader capability. ■

Tech & Marketing News from IDG

IDG Corporate Marketing's "Tech & Marketing News from IDG" newsletter aggregates top stories from tech and marketing news sites, including IDG sources. Topics include media, marketing, mobile, social video, the tech industry and press mentions about IDG and IDC. To get on the mailing list, sign up here. Recent selections include:

Demand for global databases sees unprecedented growth in B2B (The Drum)

Workforce millennialization and why your sales team needs to be social (Media Post; cites IDC study)

Native to drive $53 billion in ad spend, 62% of all mobile display advertising (MediaPost)

celebrating20

Henry Morris

Senior Vice President

IDC

Employees who celebrate two decades of service to the company are recognized with a very special gift from IDG: a 20th anniversary trip to the destination of their choice. IDC's Henry Morris traveled to Chile and Argentina last year.

Joined IDC April 1995 as research manager for Vertical Applications.

Career path Research director for Data Warehousing and Information Access; Research VP for Business Analytics; Group VP for Applications and Information Access,

Current title Senior VP, Worldwide Software, Services and CMO Advisory Research.

Why I chose this trip I spoke at the IDC Big Data Conference in May 2014 at the request of IDC Latin America. I enjoyed the visit, loved the country and people and hoped to return at some point and see more than I could on a short business trip.

Who I traveled with My wife, Madelyn, and also two couples who are friends of ours in Newton, Mass. They decided to join when they heard me talking about our plans.

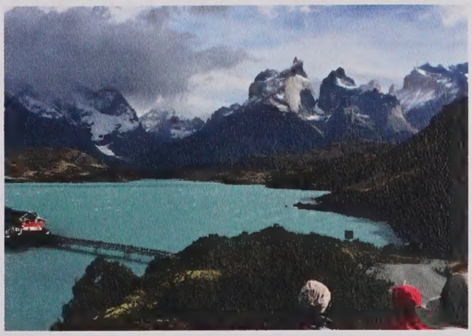
Trip highlights My goals were to visit the capitals of Chile and Argentina to learn more about the people and history of the two neighboring countries and then to explore the beautiful natural scenery of Patagonia in the South — and to travel in February where it is summer there, escaping what turned out to be a miserable month of heavy snow in February 2015 in Boston. We started in Santiago, Chile and toured the city, spent a day hiking in the Andes about an hour away, and then visited Valparaiso (the old port) and Vina Del Mar (a beach town). Then we flew to Buenos Aires and saw major sites of this beautiful city, often called the "Paris of South America" (and reportedly Pat McGovern's favorite destination). We continued to the southern tip of the continent (Ushuaia) and embarked on a 5 day cruise on the Via Australis (an expedition vessel) to Cape Horn, through the Beagle Channel and the Straits of Magellan, seeing glaciers and penguins on twice-daily zodiac boat expeditions launched from the main ship. Then we toured gorgeous Torres Del Paine National Park in Chile, then over to Argentina and Los Glacieres National Park (featuring large glaciers) and then back to Buenos Aires and home. It was an amazing adventure.

Parque Nacional
Tierra del Fuego
BAHIA LAPATAIA
República Argentina
Aqui finaliza la Ruta Nac. N 3
Alaska 17.848 Km.

Madelyn and I visited Tierra Del Fuego National Park near Ushuaia,Argentina — truly the end of the road. It marks the end of the Pan American Highway that goes from Alaska to the southern tip of South America.

Street art from the Bella Vista neighborhood of Santiago, Chile.

The massive Perito Moreno glacier in Los Glacieres National Park near El Calafate, Argentina, is said to be the third largest glacier in the world after Antarctica and Greenland.



The vistas in Torres Del Paine National Park in southern Chile were spectacular.

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thanksto

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Manuel Pastor *IDG (Spain)*
Beth Ramistella *U.S. Media*
Alezeya Sánchez *IDG (Spain)*
Rich Vancil *IDC*

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EMPLOYEE NEWS AND INFORMATION

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IDG Netherlands', IDC Benelux's CIO Summit earns highest ratings

The fifth consecutive CIO Summit in The Netherlands has generated a strong revenue stream for both companies, loyal sponsors and very satisfied C-level attendees.

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IDG ski trip is sought-after invite by London agencies

CW Spain readers get reports on government IT data

One on one: IDC, IGS Asia/Pacific Group VP Jason Gorud on selling a unified IDG/IDC story

IDC's U.S. Directions events see attendance gains

IDG Spain's Tecné B2C platform offers clients new products, formats for campaigns.

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Unsung Hero: IDG Germany Media Sales Teamleader Christine Nestler is this week's nominee.

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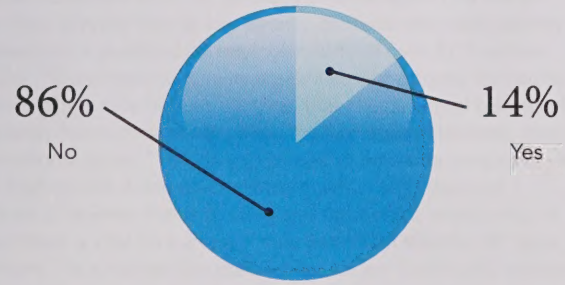
Question of the week results

Have the recent bombings in Brussels caused you to rethink your personal travel plans?

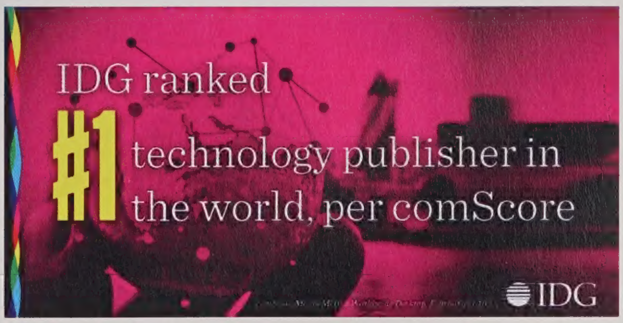


Log on to www.idgcentral.com to vote on this week's question:

What happened to you on April Fool's Day this year?

CLICK HERE

We're No. 1!


IDG ranked
#1
technology publisher in the world, per comScore
IDG

IDG properties drew a record-breaking 194.9 million unique visitors for February 2016, propelling it to be the #1 technology publishing company in the world, according to comScore. IDG has consistently ranked within the top 10 most visited properties and has increased its traffic 122% over the last six months, due to its growing global network of premium technology content properties addressing the full spectrum of technology buyers. According to comScore Media Metrix Worldwide Desktop for February 2016, IDG properties had 194.89 million unique visitors. CNET came in with 132.59 million and Ziff Davis Tech, 89.94 million. Read the release here.

High-profile IDG Ski Trip a sought-after invite by London agency reps

Colleagues from IDG Global Solutions in London and IDG in Germany hosted a small group of agency reps for a ski weekend in the Austrian Alps last month. Invitations to the relationship-building event are greatly prized by agency reps in the highly competitive London market.

Ten years ago IDG Global Solutions London and IDG's German office joined forces to host a hospitality event targeted at important decision makers within the London agency marketplace. The format was simple; invite 10 director-level or above agency peers to a very special offsite location that would leverage the international scope of IDG, and spend a couple of all-expenses-paid days on the slopes building relationships and getting to know each other outside of the office environment. The event was such a success that the "IDG Ski Trip" turned into an annual event and is now in its 10th year.

The London agency market is one of the most competitive in the world with success based not just on the provision of relevant and innovative solutions but also on the ability to build and maintain strong relationships with key decision makers. "The ski trip helps to develop a strong connection and builds trust with the agency decision makers. It offers a focus on a 'return on experience,' as opposed to just a 'return on investment,' establishing long-lasting relationships, founded on shared experiences and memories," said **Christian Drake**, VP International Sales, IGS.

Last month the team came together once again in the Austrian Alps, playing host to key agency contacts who cumulatively represented a year-to-date buying volume of over $7.2 million for IDG. "Corporate hospitality creates an opportunity for you to demonstrate a side of your business that clients would be unlikely to take away from a boardroom pitch," noted **Shane Hannam**, director, International Sales. "The ski yrip is held at the same time each year, it's a high-profile event and invitations are in high demand."

"I am a believer that a trusting and tight client relationship in these times is vital for success," said **Sebastian Woerle**, VP Sales, IDG Germany. "In a market like ours, where we are continually innovating and leading the market with our solutions, it is vital that we have the relationships with the agencies and clients and that they have the trust in us to deliver and therefore are willing to try new solutions."

While there is no formal agenda during the ski trip, "of course there are peer group discussions on certain topics — most of the time with deeper information and insights than you would get from any boardroom meetings," noted Woerle. And while it varies from year to year, Woerle said typically, two IGS and three IDG Germany colleagues attend.

IGS Director, International Sales ***Shane Hannam*** *executes a perfect turn.*

Since the first ski trip back in 2006 more than 60 agency decision makers from London's top agencies have attended. In recent years a social element has been added to the experience in the form of a closed Facebook group, outlining the details of the trip along with photos and status updates ensuring that the momentum of the trip lives on.

For more information contact Sebastian Woerle. ■

CW Spain readers get government IT data report, discount on service

IDG Spain Country Manager ***Manuel Pastor*** *(second from right) and Sales and Marketing Services Director* ***Julio Beneditti*** *(right) signed the partnership agreement with the Adjudicaciones staff in October 2015.*

Computerworld Spain readers now have more insight into how the Spanish government is investing in IT thanks to a revenue-producing partnership with a market research firm that specializes in acquiring that kind of data.

Adjudicaciones TICS tracks government IT purchases nationally and regionally and produces highly detailed data points. Beginning in October, the company has prepared a three-page report exclusively for Computerworld Spain's monthly digital edition.

Readers not only gain insight into research that is hard to come by but also can get a 20% discount on buying Adjudicaciones TICS' paid service, which is promoted in a full-page advertisement. IDG Spain receives a 20% revenue share for each new customer Adjudicaciones signs through the Computerworld referral.

Write to IDG Spain Country Manager Manuel Pastor. ■

OneonOne

Jason Gorud

IDC Asia/Pacific and IDG Global Solutions A/P

The group VP of Integrated Marketing Programs for IDC Asia/Pacific and group VP of IDG Global Solutions Asia/Pacific is this week's columnist. Reach him at jgorud@idc.com.

> "We are finding that our customers really love the unified story. IDC really does have an amazing array of talent and depth of tech understanding; IDG has the audience reach, lead gen and marketing services capability that are truly world class. The combined unique selling proposition makes for a great story. It gives us amazing brand differentiation in both the research and tech media world."

Q Can you describe your current responsibilities?

A I am currently "double hatting" in Asia: I started with IDC 10 years ago and currently look after the custom solutions group for Asia/Pacific. This includes Go-to-Market Services, Events and co-ownership of IDC's consulting practice with my colleague **Victor Lim**. I also look after IDG Global Solutions for Asia/Pacific and Japan.

Q Given that you work for both IDG and IDC, what would you see as the biggest benefits in this collaborative role?

A Most importantly we are finding that our customers really love the unified story. IDC really does have an amazing array of talent and depth of tech understanding; IDG has the audience reach, lead gen and marketing services capability that are truly world class. The combined unique selling proposition makes for a great story. It gives us amazing brand differentiation in both the research and tech media world. We legitimately are without a true end-to-end competitor. Clients like that they have a one-stop-shop with a single point of contact for project management. Additionally, both groups complement each other far more than they compete.

Q What are some of the challenges both internally and externally that you are seeing in today's market place?

A Internally we still have a few lingering issues around trust, collaboration and the basic standard operating procedures when the two groups address joint opportunities. Hopefully this is a thing of the past going forward. Externally, and relating back to the previous point, our clients' spend patterns and needs are evolving so quickly and we need to evolve with them. Traditional media buy is truly and irreversibly on the decline. Data without context and actionable advice is no longer enough. Hosting an event or handing out a whitepaper is not a strategy. Unless we are able to adjust our offerings to meet the fundamental shift in the way marketing professionals are being measured and tracked regarding the return on marketing investment as their enterprises evolve digitally, we risk being irrelevant.

Q Can you give us some examples?

A I think one of our biggest opportunities as a joint entity is our ability to leverage both groups' strengths in assisting our customers with their content marketing (where nearly every company in our universe is experiencing difficulty and increasing spend) and enabling account-based marketing strategies (ABM). IDC offers a wonderful array of tools via its Decision Scapes suite of products off of which clients can legitimately begin building discipline-specific buyer team profiles and content strategies that speak to immediate needs within an enterprise — essentially building a scalable content engine that enables basic ABM as well as improving sales efficiencies through greater client insights.

On the IDG side, our ability via Strategic Marketing Services to come up with very creative branding and outreach campaigns dovetails nicely into the content story as well as being able to quickly plug into client-side media strategies. This, combined with our social capabilities and upcoming programs like Native@Scale and IDG Sonar really gives clients a diverse and powerful set of solutions to choose from.

Lastly, both groups have the ability to execute world-class events across the globe — and to incorporate this seamlessly has both our clients' and their media agencies taking note of our "new" joint value proposition.

Q Do you have examples of joint wins you could share?

A We've had good success jointly building online communities. We are in year two for a big Cisco initiative called Connex. Our partnership with the Malaysian government, where we reach out to the top 200 Malaysian CIOs, is in its fourth year. We've also seen joint agency wins occurring where the agency helps drive new opportunities for both IDC content as well as traditional digital media buys. EMC has been a very strong integrated buyer for us for the past three years. We are finally making headway into some of the Asian multinational corporations and seeing new life from customers like Juniper and RedHat.

All in all both IDG and IDC have very tangible revenue gains that simply would not have happened had either party gone in alone.

Q From a personal perspective what have you enjoyed most about your role?

A The product sets I get to represent really allow for a high degree of creativity and consultative

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IDG Netherlands', IDC Benelux's fifth annual CIO Summit earns highest ratings yet

Last month, IDG Netherlands and IDC Benelux teamed up for the fifth consecutive CIO Summit, a successful collaboration that has generated a strong revenue stream for both companies, loyal sponsors and very satisfied C-level attendees.

The summit included six roundtables.

The one-day invitation-only summit was held on Feb. 2 at the Philharmonie concert hall in Haarlem. Free to qualified executives, the summit attracted more than 100 C-level attendees. According to **Gabriella Meijnckens**, COO, IDG Netherlands, 55% of the Netherlands' top 500 CIOs attended the summit, representing combined IT budgets in excess of 4 billion euros (US$4.470 billion).

"From the very start when we entered into the partnership on this event, we always strongly felt that by combining our strengths we actually would prove that 1 + 1 = 3," noted IDC Benelux Country Manager **Jerry Van Ommeren**. "The strength of the IDG brand, their reach and constant contact with the market through websites such as CIO.nl was a big plus," Van Ommeren said. "To combine IDG and its CIO.nl brand with the IDC brand and knowledge of the market really sets us apart from the competition. In the end, the event helps us both to establish IDG and IDC as trusted partners for both the vendor community as well as the end-user community," Meijnckens said.

The day-long agenda featured a mix of keynote presentations, breakout sessions, workshops and roundtable discussions. **Thomas Meyer**, group VP, IDC European Research, delivered the day's opening presentation, setting the stage by talking about what is driving today's digital transformation.

"We had strong keynote speakers who definitely left an impression with the attendees," Meijnckens said. "Attendees gave this year's summit an 'A' rating, which is the highest in this event's history."

As in years past, IDG and IDC were each responsible for various parts of the summit. IDC served as an important driver behind the content, hosting several pre-summit advisory board dinners at which the proposed content/day's program was tested, Van Ommeren said.

"Several IDG content experts and the IDC lead analyst, **Jan van Vonno**, senior research analyst, were involved in several stages of the program," Meijnckens said. IDC handled the back end of the registrations, while IDG did all recruitment. IDC organized the one-on-one meetings that took place at the summit, while the rest of the logistics — promotion, speaker and sponsor management—was handled by IDG. Both companies shared sponsor sales.

While there is one main competitor for this audience in the local market, Meijnckens said the CIO Summit stands out "because we maintain a strict high-quality program and focus on interaction with the target audience. The competitor focuses on entertainment and networking."

*IDG Netherlands Managing Director **Maringo Vlijter** (center) speaks with attendees during a break.*

*IDC Group VP, European Research **Thomas Meyer** delivers the opening presentation.*

The summit exceeded both its attendee goals — 100+ C-level executives — and revenue target — a minimum of 205,000 euros (US$229,000) — Meijnckens said. "Attendees were extremely pleased with the quality and content of this year's program as well, giving it the highest rating in the event's five-year history.

For more information, contact Gabriella Meijnckens or Jerry Van Ommeren. ■

IDG Spain's new B2C platform offers clients new products, formats for campaigns

In February, IDG Spain launched Tecné, a B2C platform that gathers all the news and videos from the business unit's consumer brands, including PCWorld, Macworld, IDG Millennials, GameproTV, Techstyle and Iphoneworld, and combines it with fresh content that targets a less technology-focused audience.

"We wanted to have a unique, SEO-friendly platform that collects content from all our outstanding consumer brands that would be interesting for potential new readers," said **Alezeya Sánchez**, IDG Spain B2C director, adding that the idea for Tecné came from IDG CSMB's U.S. consumer-tech site TechHive. "We wanted to maintain our PCWorld and Macworld brands that are seen as 'professional' consumer sites while offering a new type of brand to draw consumers who might be less technology-oriented."

Sánchez said that Tecné and the other IDG Spain sites are interlinked. "We have buttons on Tecné that redirect users to the rest of our brands and vice versa. This empowers our existing brands and a new brand at the same time."

Tecné offers daily news stories, opinion articles, reviews (both video and text), videos and interviews. Sánchez said Tecné editors have general guidelines on the types of content that are appropriate for the site and are supervised by Sánchez and Community Manager **Rocío Guille**.

One of Tecné's contributors is B2C Senior Editor **Marc Corredera**, a consumer-mobility expert and blogger who will be analyzing the mobile market and reviewing mobile products, accessories and wearables for the site's mobile-product reviews page, as well as heading up Tecné's YouYube channel, Tecné Analisis.

As of last month, by providing business-card information, Tecné readers can also subscribe to a free monthly digital Tecné magazine, which collects the site's top stories for that month with added content unavailable on the site. Sánchez said the magazine will run between 70 and 80 pages and will have a flipbook format. At the month's end that content will be posted on Tecné "in order to attract potential new digital magazine subscribers," Sánchez said.

According to Sánchez, IDG Spain's competitors have sites that are similar, "but not exactly the same. We differentiate our site with content that has a more entertaining slant. Our editors and freelance writers use a more colloquial style to talk about day-to-day tech issues and produce tech news that is interesting to anyone, even someone who does not normally read tech news or magazines." Another way Tecné attracts fresh eyes is through its video content. "Our competitors are not especially strong in video, and I think there is an opportunity for IDG Spain to be the first tech-consumer site here than offers branded video content."

TECNé
IDG
COMMUNICATIONS, S.A.

*(L-R): B2C Senior Editor **Marc Corredera**, Account Executive **Marta Perez**, B2C Director **Alezeya Sánchez**, Social Media Executive **Rocío Guille**, and Video Editor and Designer **David Carretero**.*

IDG Spain is promoting Tecné to advertisers and agencies as a new opportunity to use different products and formats for their campaigns. "Dealing with a 100% consumer profile is not necessarily seen as a 'tech profile' for companies," Sánchez said. "We offer not only display campaigns but can combine value-added videos with social media campaigns, such as contests or viral content on Facebook or YouTube."

For instance, Tecné recently ran a contest offering free six-month subscriptions to Netflix Spain. "Netflix had just launched here, and we asked the Tecné community to tell us which famous person they would love to watch on Netflix Spain and why," she said. "The five best answers won a free subscription. This brought us users who are engaged with the brand and will "like" us when we publish new content." She added that the data collected will bew used to promote e-newsletters and the digital Tecné magazine.

Contact Alezeya Sánchez. ■

IDC Directions sees year-on-year attendance gains at U.S. venues

IDC clients and prospects caught up on the latest technology market trends and networked with their peers at the 51st annual Directions conference in the U.S. last month. Both locations had an increase in attendees over last year, with San Jose, Calif., attendance up 6% (999 attendees, excluding IDC staff) and Boston up 17%, at 910, surpassing the previous high (in the years consistently tracked since 2004) of 802.

IDC's keynote speakers for 2016 Directions U.S. were (l-r): **Vernon Turner**, **Bob Parker**, **Kitty Fok** and **Frank Gens**.

JASON ALLARD

The conference theme, Digital Transformation at Scale: Innovation in a Changed World, focused on how companies will use 3rd Platform technologies — cloud, big data, social business and mobility — to develop new products, business models and customer relationships. That expansion will be fueled by "innovation accelerators" such as the Internet of Things (IoT), 3D printing, augmented and virtual reality, robotics, cognitive systems and next-generation security, which will be the basis for explosive growth in the IT industry in the coming years.

> "We have a truly remarkable Directions team that gives their time and energy to help with key aspects of the event."
> *Jill Toole*

The keynote speakers were SVP and Chief Analyst **Frank Gens** (Flipping the Switch: Leading the 3rd Platform and Digital Transformation to Scale), Group VP IDC Insights **Bob Parker** (Digital Transformation: The Executive Mandate for 3rd Platform Investment), IDC China Managing Director **Kitty Fok** (The Chinese Enigma: A Look Inside) and SVP of Enterprise Systems and IoT Fellow **Vernon Turner** (IoT: Get Ready to Embrace Its Impact on the Digital Economy).

IDG WORLD UPDATE

*IDC Group VP **Laura Nurzynski** (right) talks with customers in Boston during the one-on-one analyst meetings. In total for U.S. Directions this year, there were 21% more one-on-one meetings compared with last year, with 16% more analysts participating.*

The program also included eight afternoon tracks with 24 breakout sessions, 10 breakfast and lunch sessions, more than 40 analyst-hosted lunch tables, and hundreds of analyst one-on-one meetings.

Jill Toole, who coordinates logistics for Directions, said the strong showing in San Jose was significant because several major competing events were being held at the same time, most notably the RSA Conference on cybersecurity. IDC took advantage of this overlap by hosting its annual analyst briefing and breakfast at RSA, connecting with an additional 250 clients and prospects who could not attend Directions.

*EVP/Chief Research Officer **Crawford Del Prete** speaks to executives from 11 Chinese companies that IDC China hosted at Directions in San Jose. Click here to read more.*

"We have a truly remarkable Directions team that gives their time and energy to help with key aspects of the event," Toole said. "This includes our eager sales team, analysts and IDG sponsors who market the event and invite their contacts, as well as team members who expertly assist with the analyst one-on-one meetings, printing and shipping, onsite volunteers, IT and IDC.com support, web development and graphics, hotel room blocks, session presentations, video production, lunches, sales receptions and more."

This year's Directions included two new closing sessions. Rather than offer the traditional closing keynotes, IDC invited dynamic Fortune 500 CIOs to discuss key topics from a C-level/buyer perspective. The sessions combined formal presentations with a thought-provoking "fireside chat" followed by an audience Q&A. In San Jose, SVP IT Executive and Industry Research, **Meredith Whalen** teamed up with Caesars Entertainment Global CIO Les Ottolenghi. In Boston, EVP/Chief Research Officer **Crawford Del Prete** interviewed Viacom CIO/CTO David Kline.

Write to IDC Marketing Director Patrick Gorman. ■

noteworthypeople

Promotions

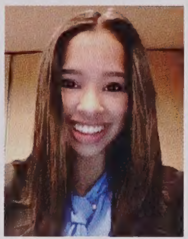
Kerber

JOE MOLA

IDG Digital Media Group Operations Manager **Lisa Kerber** has been promoted to project manager. "Lisa started working in the DMG group in 2010 as an operations coordinator and has been unofficially helping me out with project management since the Computerworld project scale launch in 2014, while still continuing to do her regular job functions," said Director of Digital Operations **Johanna Himes**.

"Since that time she has continued to work on projects on a part-time basis including the editorial special projects that we put on our sites, like CW Salary Survey, Best Places and CIO 100, and most recently she led the team involved with enhancing our Insider program on all of our Enterprise sites. Lisa is one of the most pleasurable people to work with. Her attention to detail, strong communication skills and conscientiousness are equally matched with her positive attitude and sense of humor -- aka sarcastic British wit." lkerber@idgenterprise.com

New employees



Cooper

IDG Enterprise has hired **Tamra Cooper** as a client services coordinator with the IT Roadmaps team. Previously a project coordinator with John Hancock Investments, she holds a B.A. in psychology from the University of Rhode Island and enjoys music, dance, yoga and interior design. tcooper@idgenterprise.com

Baker

IDC Framingham welcomes Client Relationship Manager **Jeremy Baker**, previously a senior account manager at Windstream Communications. He has a B.S. in marketing from the State University of New York in Plattsburgh and counts cooking, traveling, watching movies, nutrition and fitness among his interests. Last year he raised almost $2,000 for Alex's Lemonade Stand to help fight childhood cancer. jbaker@idc.com

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One on one

selling which I truly enjoy — it's a big ball of metaphorical clay that you shape to meet customer needs, not a fixed product. This keeps the job very interesting.

I am also really lucky to have supportive managers in Ram [**Kumaran Ramanathan**, chief executive, IDG Global Services] and Eva [**Eva Au**, managing director, IDC A/P]. My peers and sales force are also a lot of fun to work with because everyone really is interested in bringing something new to their customers.

I won't go so far as to say the integration has been a simple, seamless thing, but the positives have vastly outweighed the little hiccups and bumps in the road that represent the cons. ■

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

29
Steve Tozeski *IDG List Services*

24
Ruth Sager *IDC*

23
Doreen Francy *IDC*

21
Henry Morris *IDC*

16
Vladimir Kroa *IDC*
Robert Mahowald *IDC*
Peter Nyström *IDG (Sweden)*

15
Agam Shaw *IDG News Service*
Dan Timberlake *IDC U.K.*

13
Angela Chen *IT World Canada*

11
Serena Da Rold *IDC Italy*

10
Caroline Keough
IDG (IDG Global Solutions)

9
Erika Karr *IDG (U.S. Media)*
Jeff Radecki *IT World Canada*

6
Rohit Mehra *IDC*
Louis Kustwan *IDC*

5
Samuel Blazer *IDC*
Emma Thornton *IDG (U.K.)*
Franco Spinelli
IDG International Controller's Office

4
Michael Brown *IDG (U.S. Media)*
James Mutua *IDC East Africa*
Emma Karlsson *IDG (Sweden)*

3
Michael Strawn *IDC*
Andrew Buss *IDC U.K.*
Ko Shikita *IDC Japan*

2
Andrew Steiner *IDC*
Charlotte Jee *IDG (U.K.)*
Chris Player *IDG (Australia)*

1
Michael Rosen *IDC*
Lauren Tollefsrud *IDG (U.S. Media)*
Elena Szolgayova *IDC CEMA*
Laura Petrone *IDC U.K.*
Julia Kärgel *IDG (Germany)*
Edgar Hernandez *IDC Mexico*

Upcoming events

April 7
CXO Conference (Singapore)
Marina Bay Sands, Singapore
An IDC and Executive Networks Media event

April 18-20
CSO50 Conference + Awards
Litchfield Park, Arizona
A U.S. Media event

April 26
CXO Conference (Indonesia)
Jakarta, Indonesia
An IDC and Executive Networks Media event

May 17
CXO Conference (Hong Kong)
Kowloon East, Hong Kong
An IDC and Executive Networks Media event

unsunghero

Christine Nestler

Media Sales Teamleader

IDG Germany

*IDG Germany Sales VP **Sebastian Woerle** named Media Sales Teamleader **Christine Nestler** his group's Unsung Hero. "Christine started her IDG career in 2006 and has been on the consumer side of the business for most of her time with IDG," he said. "She was promoted to head of sales for PC Welt two years ago and is now our Media Sales teamleader. She is highly regarded in the market and is a very talented and experienced sales colleague."*

Home
Munich, Germany

Title and career path
Teamleader, Media Sales. I started as a sales assistant and after a few months I began to work with my own clients. Since 2013 I've led my own sales teams.

Primary job responsibilities
I lead the Media Sales team, which handles all of IDG Germany's brands; there are no longer separate teams for IDG Tech Media and IDG Business Media. Clients are separated into three sales categories, depending on their needs (Key Accounts, Solutions and Media). I handle budget forecasting and monitoring of our competitors to see what companies advertise on their brands. I work with more than 100 advertising clients, not only on display, social and native advertising campaigns but also e-mail marketing and lead generation programs.

Three things I do in a day's work

- Lead and support my Media Sales team.
- Advise our advertising clients on their media strategies and plans.
- Create new advertising possibilities.

What I love most about my job
I love meeting many different people every day, learning a lot of new things and being an active part of the digital industry. There are always new challenges to satisfy our clients' needs.

A hot-button issue I'm dealing with on the job
Creating new interesting advertising options that keep our platforms relevant for our advertising clients, as well as creating individual solutions depending on a customer's needs.

*IDG Germany Media Sales Teamleader **Christine Nestler** joined IDG in July 2006.*

Latest accomplishment
In 2015, and for the fourth year in a row, IDG Germany produced *IFA Heute* (*IFA Today*), the official daily newspaper for IFA, one of Europe's largest consumer electronics trade shows. Together with my sales team we produced an advertising revenue of 135,803 euros (US$151,000), around 25% more than the 2014.

Career highlights
Participating in the IDG Professional program in Boston, where I met many interesting colleagues from other IDG offices worldwide. Another was visiting the Consumer Electronics Show in Las Vegas, a very fascinating trade show in a great city.

Interests outside the office
Meeting up with friends, sports and traveling around the world.

What others can't tell just by looking at me
Despite today's digital world, I still handwrite letters to friends.

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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thanksto

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IDC Benelux

IDG World Update

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IDC launches regional IT Security roadshow series in Turkey

IDC IT
Security
Roadshow
2016
Rethinking Security
for the Digital Enterprise
IDC
Analyze the Future

Held in Istanbul and Ankara, IDC Turkey's Security events are among the series' largest in terms of number of vendor sponsorships.

SEE MORE ON PAGE 4

Also inside

IDC+IDG Marketing Summit looks at CMO leadership

IDC's Francophone CIO Summit targets select group

One on one: IDC SVP Eric Prothero talks Trackers

On the job: Campaign Manager

IDG brands snag top spots on TABPI's Big 95 list

IDC U.K. staff won't go hungry during the bake-off competitions in the new Ealing office.

SEE MORE ON PAGE 7

Unsung Hero: IDC South Africa Senior Conference Specialist Eileen Gengan is this week's nominee.

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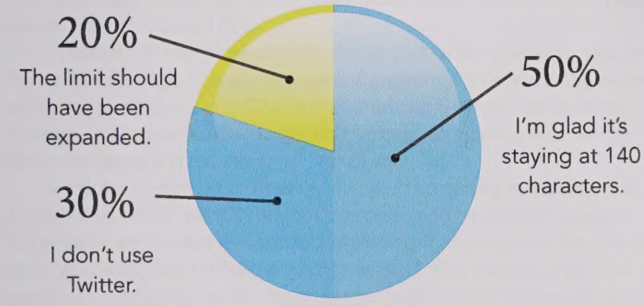
Question of the week results

What do you think of Twitter's decision to keep its 140-character limit?



Log on to www.idgcentral.com to vote on this week's question:

Have the recent bombings in Brussels caused you to rethink your personal travel plans?

CLICK HERE

IDC hosts delegation from China

For the first time, IDC China arranged for a delegation of executives from 11 leading Chinese companies to attend IDC Directions in San Jose, Calif., earlier this month. The 27 guests also had a Q&A session with senior IDC staff and more than a dozen meetings with analysts on topics relevant to their individual companies.

SEE MORE ON IDG CENTRAL

IDC+IDG Marketing Summit focuses on CMO leadership topics

The 11th annual IDC+IDG Marketing Summit, held March 1 in San Mateo, Calif., focused on how CMOs and other tech marketing leaders are driving change and growth within their organizations. IDG and IDC recruit guests and fund the event, and the invitation-only list included CMOs, senior marketing VPs and others primarily above the director level. IDC President & CEO **Kirk Campbell** and IDG CEO **Michael Friedenberg** served as co-hosts and 20 senior IDG and IDC staff attended, bringing total attendance to about 110.

Many of the themes from past years were tactical, such as social marketing best practices or lead generation techniques, but this year, with CEOs expecting even more from their senior marketers, "we wanted to look at how CMOs continue to rise to a position of leading marketing to a major C-level function," said IDC GVP, Executive Advisory Group **Rich Vancil**, who co-moderated the panel discussion along with IDG CMO **Josh London**. "We asked panelists about their leadership style and how they're expected to work with their C-level peers, and we got some great perspectives."

"The role of the CMO is changing dramatically at companies across the industry," London said. "The summit brings together CMOs with vastly different remits — from awareness to demand generation to everything in between — and focuses on how they can best employ the art and the science of marketing to drive growth in their organizations."

THE NEW CMO AGENDA:
How Today's Tech Marketing Leaders are Driving Change and Growth
March 1, 2016 at the San Mateo Marriott

Following cocktails, networking and dinner, the panel featured Catherine Blackmore, Group VP, Customer Success, Oracle; Christine Heckart, CMO, Brocade; Jonathan Martin, CMO, Pure Storage and Gary Stockman, Chief Marketing & Communications Officer, CSC. They discussed how CMOs are driving change faster in their organizations and the signs of success in a customer-centric marketing organization.

While IDG and IDC host all kinds of events, the best part of the Marketing Summit is that it is a pure customer appreciation evening, Vancil said. "There are no sponsors and no charge to guests. Just a nice way to say 'thank you' to our best customers — many of whom are clients of both IDG and IDC."

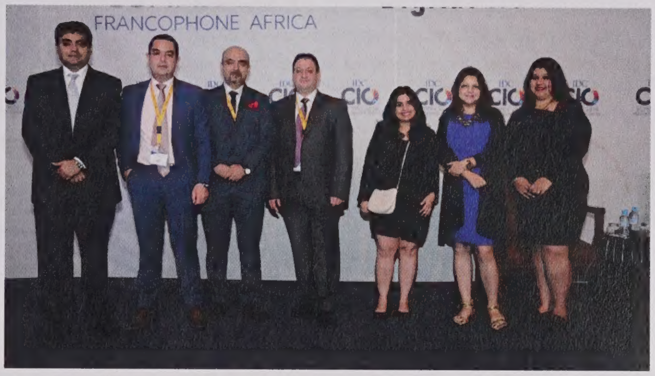
A handful of key prospects are always part of the guest list, too, and the range of prospective companies is expanding. "We're putting equal effort into getting not only CMOs from traditional vendor companies, but also CMOs from earlier stage 3rd Platform companies who will be the future leaders in the industry," Vancil said.

With the marketing profession changing so quickly in recent years, it's crucial that IDG and IDC are not just perceived as thought leaders but actually are the thought leaders regarding marketing and the role of the CMO, he added. "There are other research and media companies marketers can turn to, so it's important for them to see that we are on top of the most relevant issues now and on the horizon. This event is a place for us to communicate our future vision of the role, so they'll want to stick with us in a business capacity."

Attendees were given online access to IDC FutureScape: Worldwide Chief Marketing Officer Advisory 2016 Predictions, and many also attended IDC Directions in San Jose, Calif., the following day.

Write to Rich Vancil or Josh London. ■

Francophone CIO Summit targets select group of African IT execs



Organizers of the Francophone CIO Summit from IDC Middle East, Africa and Turkey included (l-r): ***Jyoti Lalchandani****, group VP & regional managing director;* ***Driss Moumane****, sales manager, Francophone Africa;* ***Yash Dogra****, conference project manager;* ***Mohamed Zizi****, regional manager, North & Francophone Africa;* ***Angeli Balchand****, senior conference specialist;* ***Ronita Bhattacharjee****, associate VP, Conferences; and* ***Sughand Tolani****, senior conference manager.*

A renewed focus on attracting high-level attendees and creating more discussion opportunities were the hallmarks of IDC's fourth Francophone CIO Summit, held in Morocco March 3-4. Like all the conferences in the 2016 CIO Summit series, the event's theme was Leading Your Organization's Digital Transformation and drew more than 100 attendees from Ivory Coast, Senegal, Tunisia, Algeria, Congo, Mali, Mauritania and Morocco.

Mohamed Zizi, IDC's regional manager for North & Francophone Africa, said vendors and CIOs alike provided very positive feedback about the content and organization. "I believe we made the right decision to reduce the number of attendees — almost half that of last year — and be very selective about our invited companies and delegates."

IDC Middle East, Africa and Turkey Conference Director/Africa **Deepa Ahuja** said that apart from an IDC keynote on both days, Summit Partner presentations from EMC and Dell on day one and the two end users who presented in the technology tracks on day two, all the other sessions were panel discussions. "This was based on feedback from delegates who wanted to have an agenda that focused on constructive dialogue," she said. "We also had a dedicated 45 minutes of networking time for attendees and partners to interact. This was missing in past summits, and it garnered lots of positive responses by both partners and attendees who had good quality time to connect."

The discussion topics included strategies for rethinking security for the digital enterprise, evolving demands for cloud-based service delivery as new infrastructure models emerge, the creation of a seamless mobile experience, recent advances within software-based data centers and the role of the Internet of Things in driving smart transformation.

Zizi said that while there are many ICT events in the region, most are organized by local companies. "The key differentiator of the IDC CIO Summit is the high quality of the content and the speakers. IDC is able to bring the global market view as well as the broad experience and extensive knowledge of our analysts and consultants."

For more details contact Marketing Manager Anulekha Shetty. ■

OneonOne

Eric Prothero

IDC

IDC's SVP for Worldwide Tracker Research is this week's columnist. Reach him at eprothero@idc.com.

"The competitive advantages of IDC's Trackers are built upon the level of detail in each tracker — detail coming from the
the
number of countries and number of data fields within each tracker. IDC's Mobile Phone tracker, for example, covers 75 countries and 36 different levels of data

Q What are IDC's Tracker products and how do clients use them?

A IDC's Tracker products are subscription database services that, by definition, have three key components: market size, vendor share and forecasts. They are delivered to our clients on a semiannual, quarterly or monthly basis in our web-based query tool and in Excel. Clients use IDC's Trackers to measure their performance, to find opportunities in their current or adjacent markets and even to compensate their global and country executives and sales teams.

Q What is the scope of IDC's Tracker business?

A IDC's Tracker business closed FY2015 with revenues around the world of approximately $88 million, an increase of 8.5% over the previous year. Approximately 300 analysts around the world contribute to IDC's Tracker product line — from building the data sets, to supporting the sales teams in building business opportunities, to speaking with clients about the implications and trends behind the data. There are hundreds of Tracker products delivered over the course of the year to IDC's clients in their worldwide, regional and local offices.

Q How often do you add new Tracker products?

A Formally, IDC's Tracker products are added each year as part of the annual planning process that happens this time of year. Ideas are driven by client demand and can be brought forth from the country, regional or worldwide level. If ideas surface throughout the year, the business plan can always be brought to the Tracker Operations Board to review and approve. In any one calendar year we would tend to launch about 10 to 15 new Trackers.

Q What Trackers are your best sellers?

A Seventy percent of our revenues come from a core set of Trackers, which are the PC, Printer, Server, Phones, Storage, Tablets and Software trackers. An important focus for us now is transitioning our business to "cross the chasm" with our clients during this time of very innovative technology transformation. This means launching trackers that cover the 3rd Platform markets of Cloud, Mobility and Big Data as well preparing our tools and evolving our methodologies so we will be able to track the coming Innovation Accelerator markets that are IoT, AR/VR [Augmented Reality/Virtual Reality], Robotics, 3D Printing, Next Gen Security and Cognitive Computing. This is a very exciting time for our Tracker business, and the changes in the market will require us to really understand how our clients will be measuring their business success in the 3rd Platform and beyond.

Q What makes IDC's Trackers distinctive compared with similar products from other IT market research companies?

A The competitive advantages of IDC's Trackers are built upon the level of detail in each Tracker — detail coming from the number of countries and number of data fields within each Tracker. IDC's Mobile Phone Tracker, for example, covers 75 countries and 36 different levels of data fields. Behind the data is a network of analysts across the globe who hold deep relationships with our clients at the worldwide, regional and country level that is unmatched in the industry.

Q In what ways do IDC business units around the world collaborate to produce the Tracker products? What does it take to keep that collaborative machine well-oiled?

A It's so true that the success of IDC's Tracker portfolio comes from a collaborative global network. We have a central data collection and analysis platform, which we call FERDA, that is critical to this global collaboration and assures we are all working on the same schedule, using the same taxonomy and building just one version of the data. In addition, ultimately we all share in the success of a growing Tracker business, so that also helps us to collaborate as much as we can.

Q What kinds of new projects are ahead for the Tracker team?

A Last year, IDC made a significant investment to double the size of the development team that supports the creation not only of FERDA, our internal data platform, but also the Tracker Query Tool, which is the web interface where clients access their Tracker data. Some of the major tools projects planned this year include improvements in the back-end technology of FERDA to speed up the processing time of the tool itself. In addition, we will be overhauling the user interface to make it easier and more intuitive to new users.

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IDC launches regional IT Security roadshow series in Turkey

Two recent IDC events in Turkey kicked off a series of regional IT Security roadshows. Held in February in Istanbul and Ankara, the IDC IT Security Roadshow brought together leading specialists in IT and cyber security, independent experts, analysts and key market players to share practical expertise and cybersecurity priorities for 2016.

"IT security is undoubtedly a high-priority area on the CIO agenda for 2016 due to the increasing number of cyberattacks that have been occurring over the last few years," said **Nevin Cizmeciogullari**, IDC Turkey country manager. "In particular, the recent attacks launched by Anonymous have shown that both public and private entities should place a stronger emphasis on IT security. Turkey will continue to be a target of cyberattacks due to its geographical location and its political and economic situation, and we are mindful of the fact that IDC has a big role to play in increasing awareness about the evolving threat landscape by bringing together key stakeholders from across the entire vertical spectrum."

Yesim Arac, IT Services and Software analyst at IDC Turkey said, "Over the last three years, hundreds of Turkish companies have been forced to take emergency measures after being exposed to cyberattacks. It is becoming increasingly clear that both line-of-business executives and IT leaders must now work together to develop a clear understanding of exactly how new technologies are impacting their people, processes and security postures."

The speakers and panelists for the IT Security Roadshows included senior security experts, analysts and IT leaders from across the region who delivered presentations and interactive sessions on the key challenges and opportunities brought about by the latest technology developments in the IT security arena.

***Yesim Arac**, research analyst, IT Services & Software, IDC Turkey*

IDC IT
Security
Roadshow
2016
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r the Digital Enterprise
IDC
Analyze the Future
IDC

***Nevin Cizmeciogulları**, country manager, IDC Turkey*

IDC Turkey's Security events are among the largest in terms of number of vendor sponsorships that IDC produces worldwide. HP Enterprise, Microsoft, Dell Software, CA Technologies and Cisco were among this year's vendor partners, and there were 24 vendor presentations, three keynotes and 36 discussion roundtables at the Istanbul event and 14 vendor presentations, two keynotes and 21 discussion roundtables in Ankara. (All sponsors — 45 in Istanbul and 26 in Ankara — also had booths in a separate exhibition area.) "We also added special keynote presentations from security VIPs and Q&A sessions with panelists," said **Serap Tantekin**, IDC Turkey conference manager.

> "Turkey will continue to be a target of cyberattacks due to its geographical location and its political and economic situation, and we are mindful of the fact that IDC has a big role to play in increasing awareness about the evolving threat landscape."
>
> *Nevin Cizmeciogullari*

The Turkey events were followed by IT Security Roadshows in Kuwait and Saudi Arabia in March with others to come in the next few months in Qatar, Nigeria, Oman, Jordan, Abu Dhabi, Egypt and South Africa.

More information is available at the event website or by contacting Serap Tantekin. ■

Job Spotlight

On the job: Campaign Manager

The past few years have seen huge changes in the media space. These changes have resulted in the creation of new jobs with unfamiliar-sounding titles and the retooling of old jobs to incorporate new skills and ways of doing business. IDG World Update's occasional Job Spotlight series is designed to provide insight into what our colleagues are up to.

Name
Thomas Bode

Title
Campaign manager IDG (Germany)

What a campaign manager does
I do controlled testing on online advertising. For example, if an agency books an ad with us, I have to see if it uses Javascript, Iframe or HTML5 tags. Right now we only can use Iframe tags. I also have to make sure the ad size fits the chosen site. I also check which type of ad — wallpaper, billboard, fireplace, etc. — we can deliver on each of our websites as some types of ads are not possible on some of our sites.

For instance, if a client wants to deliver a wallpaper ad there has to be a leaderboard and a sky tag integrated on the website. If one of these tags is missing the wallpaper ad cannot be delivered. On IDG-owned sites this is not a problem. But we have almost 100 websites in our TechNetwork portfolio that may not have IDG's ad standards. We can ask the publisher to integrate it, but it is a decision that has to be made by their webmaster.

I often have to explain to some of those publishers how online ad campaigns work. For example, say we have a campaign and its agency has booked 150,000 ad impressions for it. We place the campaign on 15 websites. Some publishers will think that every website will get 10,000 ad impressions. That will not happen, because one website will not get 10,000 impressions, while another will get far more than 10,000 impressions. Every website is different.

I also create ad templates and optimize them. For example, we are relaunching two of our sites with new designs and new ad sizes. I have to adjust our templates so that all of the advertising materials look good on the relaunched sites. I also monitor the delivery of online campaigns.

The services I provide and who my customers are
My primary customers are agencies, the ad ops team at IDG in the U.K. and our sales team in Munich.

Key skills required for my job
It depends on whom I'm working with. If I have to optimize or create a template: patience. If I have to work with an agency: being able to work together to find a solution. I always have to find a solution, for everybody and every problem.

A typical day
Every day is different. One day I'll have to edit a template. On another I have to clarify with an agency regarding how they should build a client's advertisement. And the next day I have to explain to publishers how an online campaign works, from the initial idea to the media planning to delivery.

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*Campaign Manager **Thomas Bode** joined IDG in Germany this past January.*

Best part of my job
Solving a problem is a great feeling.

How IDG measures up to companies I've worked for previously
I have worked for agencies and online marketers, and IDG is a publishing house. The work is almost the same but totally different. It is much more specific than before. The CPMs are much higher. We can implement more campaigns with special advertising media. And my colleagues at IDG are more professional.

One thing colleagues would be surprised to learn about me
I speak Croatian.

My dream profession
I'd like to be a dog trainer.

noteworthypeople

Promotions

ERIK SWANSON

Carrado

IDG TechNetwork Strategist, Digital Media **Jon Carrado** has been promoted to senior strategist, Digital Media. "Jon joined us in AdOps in July of 2014 and has been instrumental in the build out of our audience-buying strategy," said U.S. Media Director of Business Operations **Anthony Polcino**. "Lately he has taken the lead in our margin reporting, providing us with critical business intelligence. In his new role, Jon will continue to manage the audience-buying strategy across TechNetwork and will focus on the larger optimization strategy of our campaigns." jcarrado@idgcommunications.com

New employees

Villali

John Villali joins **IDC Framingham**'s Energy Insights team as research director. Previously principal energy consultant with DNVGL, he holds a B.A. in economics from the University of Massachusetts/Amherst. Away from his desk he enjoys golf, skiing, fishing and spending time with his wife and two children. jvillali@idc.com

IDC Australia has hired **Bettina Volk** as an account executive responsible for such key accounts as Cisco, Fujitsu and Huawei. She began her sales career at Cisco Netherlands, then moved to Cisco Germany as an account manager. She holds a degree in business communication management and enjoys discovering new music, yoga and running. bvolk@idc.com

Brown

Gerry Brown joins **IDC Europe** as research director, European Software Group, coming from Ovum where he was a senior analyst, Digital Technologies. He holds a B.A. in business studies from the U.K.'s Sheffield Hallam University and a diploma in marketing from the University of West London. He is an active tennis player and fan. gbrown@idc.com

AGENDA honors technology achievers

Awards
GALA & AWARD CEREMONY
AGENDA16
STRATEGY › IDEAS › ACTION
AGENDA

*During last week's AGENDA conference, Computerworld Editor **Ellen Fanning** and SVP/General Manager, IDG Events & Publisher, CIO **Adam Dennison** (center) share the stage at the awards presentation recognizing outstanding achievement with technology. Read more about the conference in an upcoming issue of IDG World Update.*

continued from page 3

One on one

For our clients, we will be working on new projects in the Tracker Query Tool that allow them to manipulate the exchange rate assumptions in the data as well as more easily access more of IDC's data products (not just Trackers) on the Query Tool.

Q What do you see as the biggest challenge or opportunity for IDC's Tracker business moving forward?

A Our biggest challenge as a global Tracker team will be making sure we are prepared for and are evolving our Trackers and our methodologies for the requirements of our clients as they compete in the 3rd Platform and beyond. I don't believe that units and value will necessarily be the measures by which companies test their success moving ahead. Nor do I believe that we can continue to rely on a large footprint of people to gather the data. I believe that we will be augmenting our existing approaches by using more advanced methods for gathering large data sets automatically and then putting them into our own taxonomies. Our Tracker analysts will then be analyzing and comparing those data sets to the ones they created to provide a full story around size, share and forecast in the 3rd Platform and beyond. ■

Led by Computerworld in top spot, IDG brands rank highly in TABPI's Big 95 list

With Computerworld and Network World ranked first and second, IDG media brands were prominently represented in the Trade, Association and Business Publications International's (TABPI) "The Big 95." The list highlights the 95 most acclaimed B2B/trade publications based on data from the first 12 years of the Tabbie Awards, TABPI's annual editorial and design awards competition.

The rankings for the rest of the IDG winners were: PCWorld (11), InfoWorld (15), CIO (33) and CSO (50).

"The TABPI awards recognize outstanding editorial and design and the 'Big 95' list honors the editorial brands that have consistently exhibited excellence over the years," said IDG U.S. Media Chief Content Officer **John Gallant**. "It's an amazing honor to see two of IDG's brands top the Big 95 list and to see so many others called out on it. I'm really proud to work with the writers, editors and designers who have earned this recognition for IDG, which has consistently fostered and supported excellence in journalism."

To compile the list, TABPI used a formula that took into account the number of Gold, Silver, Bronze, and Honorable Mentions winners that each publication received in the Tabbies between 2004 and 2015. The competition is open to English-language B2B publications around the world published at least three times per year, as well as B2B online-only sites.

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

29
Richard Villars *IDC*

28
Kirk Campbell *IDC*

27
Judy Bonasoro *IDC*

26
Hans Königes *IDG (Germany)*
Andrea Piontek *IDG (Germany)*

25
Claudia Dudkin *IDG (Germany)*

24
Robert White *IDC U.K.*
Maggie Murphy *IDG*

23
Klaus Breu *IDG (Germany)*

21
Jacki McDonald *IDC*

19
Kevin Krull *IDG Legal*
Shah Parit *IDG (U.K.)*

18
Magnus Müller *IDG (Sweden)*
Peter Müller *IDG (Germany)*
Ronald Wiltscheck *IDG (Germany)*
Karen Cash *IDC*

17
Vernon Turner *IDC*

16
Helle Kierkegaard *IDG (Sweden)*
Nicoletta Puglisi *IDC Italy*
Vanessa Teal *IDC U.K.*
Lisa Blackwelder *IDG (U.S. Media)*
Ryan Francis *IDG (U.S. Media)*
Paul Moon *IDC*
Monica Bennett *IDC*
Galen Gruman *IDG (U.S. Media)*

15
Lars Danielsson *IDG (Sweden)*
Sergio Patano *IDC Italy*

13
Satoshi Fukutomi *IDC Japan*

11
Hanclová Iveta *IDG (Czech Republic)*
Gabriella Cattaneo *IDC Italy*
Vladimir Pozdnyakov *IDC Ukraine*
Jaromir Valenta *IDC CEMA*
Susan Joyce *IDC*

10
Darren Bibby *IDC Canada*
Henric Jogin *IDG (Sweden)*
Yasmina Benjelloun *IDC France*
Dorothee Paas *IDC Germany*
Silvia Piai *IDC U.K.*
Monica Brunaccini *IDG (CIO Executive Council)*
Petr Jirovsky *IDC*
Gio Stein *IDG (U.S. Media)*
Ching Lee *IDG Technical Services Group*

9
Andrew Beklemishev *IDC Central Asia*
Megha Kumar *IDC META*

8
Tsuneo Tosaka *IDC Japan*
Yoko Ono *IDC Japan*
Marc Chin *IDC Singapore*
Simon Piff *IDC Singapore*
Alida Greco *IDC Italy*
Giorgio Nebuloni *IDC Germany*
Edith Tricheux *IDC France*
Ondrej Kaprhal *IDC CEMA*
Dana Samson *IDC Romania*
Robert Zamboch *IDC CEMA*
Denise Dye *IDG (U.K.)*

7
Dipika Shetty *IDC CCR*
Liam Baker *IDG (Netherlands)*
Jiri Novotny *IDC CEMA*

6
Pamela Sumanga *IDC Singapore*
Stephanie Ho *IDC Taiwan*
Dinesh Paaniswamy *IDC CCR*
Carl Olsson *IDG (Sweden)*

5
Nisha Vaswani *IDC Australia*
Kiran Kumar *IDC India*
Christina Simmler *IDG (Germany)*
Mattias Zacher *IDC Germany*
Roberto Alunni *IDC META*

4
Dmitriy Perelstein *IDG (U.S. Media)*
Krishna Chinta *IDC META*
Eric Samuel *IDC META*
Elena Semenovskaia *IDC Russia*
Ashish Nadkarni *IDC*
Mary Hazelton *IDG (U.S. Media)*

3
Yayoi Hirose *IDC Japan*
Li Qiao *IDC Singapore*
Yazmin Vallejo *IDC Mexico*
Sebastian Nissen *IDG (Germany)*
Janine Olsson *IDC Denmark*
Mike Feighery *IDG (U.S. Media)*
Tom McGrade *IDG (U.S. Media)*
Lise Hagen *IDC South Africa*
Martin Nuska *IDC CEMA*
Benjamin McGrath *IDC*

2
Yoko Motai *IDC Japan*
Jakub Kuchnio *IDG (Poland)*
Lisa Mezö *IDG (Sweden)*
Sandra Virginia Bauer *IDG (Germany)*
Marius Wolf *IDG (Germany)*
Eckhardt Fischer *IDG (Germany)*
Sandra Gibson *IDG (IDG Global Solutions)*
Barrack Ambiyo *IDC East Africa*
Marek Balgar *IDC CEMA*
Alena Kizub *IDC Central Asia*
Michelle Meldau *IDC South Africa*
Luc Borg *IDG (U.K.)*
Kim Crawford *IDG (CIO Executive Council)*

1
Osman Hafizah *IDG (Australia)*
Waldemar Schuster *IDC Brazil*
Ruban Uruthirasingam *IT World Canada*
Carla La Croce *IDC Italy*
Alexandros Stratis *IDC U.K.*
Anitha Chellaperumal *IDG Technical Services Group*
Lisette Hantke *IDG (U.S. Media)*
Sebastian Ligeti *IDG (U.S. Media)*
Kyle Maack *IDG (U.S. Media)*
Jenn Pinnata *IDG (U.S. Media)*
Jan Cupal *IDC CEMA*
Annie Duarte *IDC Saudi Arabia*
Dusanka Radonicic *IDC Croatia*
Kenton Barello *IDC*
Victoria Brown *IDC*

IDC U.K. bake-offs bring a homey touch — and charitable aid — to the office routine

Giving the kitchen in its new office in Ealing a trial run, IDC U.K. held a bake-off last month.

"We have a tradition of bake-off days," said **Dorota Chrisp**, director, EMEA Access Group, IDC U.K. "This was just to enjoy the baked goods and test the kitchen environment. Since our move in November, the IDC U.K. office is on one floor, and it's more likely to make our bake-offs more inclusive than when the office was on two floors."

Some of the bake-offs are just for the fun of getting people together, while others have been for charity. Up to 20 people usually contribute, but when the bake-off is for a charity event the number is higher and includes participants who contribute financially. "Last year in March, we organized a bake-off to benefit Red Nose Day, which takes place every two years in the U.K. and funds a wide range of charitable projects both in the U.K. and abroad. We raised and donated £400 (US$580) at the time," Chrisp said.

***Dorota Chrisp**, director, EMEA Access Group (center) arranges some of the goodies while **Jacqui Hendriks**, director, European Managed Print Services and Document Solutions research and consulting practice (second from right) and **Silvia Piai**, senior research manager, IDC Health Insights (far right) look on.*

unsunghero

Eileen Gengan

Senior Conference Specialist

IDC Middle East, Africa & Turkey

***Deepa Ahuja**, conference director, Africa, IDC Middle East/Africa named Senior Conference Specialist **Eileen Gengan** her team's Unsung Hero. "Eileen has been with IDC for three years now and displayed great professionalism and a curiosity to learn about the various aspects of conferencing, and, as a result, she has adeptly climbed the professional ladder. As a conference specialist she has been responsible for attracting quality delegates for all conferences and has handled and executed multiple events, with her level of execution only increasing with each event. 2015 saw a record number of 10 IDC conferences in South Africa with half of them being custom events. February's inaugural IoT event in Johannesburg received an overwhelming response, not only from partners but also from the end-user community. It also saw the local launch of IDC's EMA internal mobile application that was single-handedly undertaken by Eileen."*

Home Johannesburg, South Africa

Primary job responsibilities I conduct face-to-face meetings with local CIOs, maintaining relationships with them and keeping them informed of upcoming events; they are the key decision makers at an organization and the key delegates to IDC conferences, especially the CIO Summit. I do attendee acquisition for events, which involves sending out invitations and following them up with phone calls; execution of all conferences, which involves onsite management of events, vendor and supplier management; maintaining our local contacts database of people we target for our events; and updating our events webpage.

Three things I do in a day's work

- Source competitive events ensuring there are no events conflicting with our IDC events.
- Attendee acquisition.
- Database maintenance.

Latest accomplishment Successfully launching the inaugural IoT Conference in South Africa. This was the first time one of our events here had an agenda that ran after lunch (usually, a day-long agenda does not work in Johannesburg, but we took a risk and it worked out perfectly). I also locally launched IDC EMA mobile application at that event, which includes the event agenda, speakers, partners, polls and questions and was well received by delegates.

*Senior Conference Specialist **Eileen Gengan** joined IDC Middle East, Africa & Turkey in May 2013.*

Career highlights I was Employee of the Quarter in January 2014. I also executed 10 events last year, five of which were custom events for clients such as HP, SAP and Kaspersky, a first in the history of South African events. It was extremely challenging but worth the effort.

What I'm doing to be a better employee I take online skills development courses in management, leadership and life coaching. I also always try to keep my ear to the ground, trying to find new ways of launching and carrying out events in order to make IDC events stand out from its competitors'.

Interests outside the office I enjoy dancing, reading and watching the South African national cricket team — go Proteas!

What others can't tell just by looking at me I'm an adrenaline freak; I like riding roller coasters and skydiving.

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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thanksto

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WE'RE SMART. CURIOUS. INNOVATIVE. DRIVEN.

IDG CMO Josh London (center) and the IDG Global Solutions team in Staines-upon-Thames, U.K., celebrate the rollout of the new IDG branding campaign on March 17.

rand • Special Issue • New Brand • Special Issue • New Brand • Special I

Global branding initiative aims to showcase breadth, depth of IDG's media offerings

IDG's first-ever global-branding campaign officially launched last week and amid the myriad components of the effort — new fonts and colors, a new tagline, manifesto, brand architecture, positioning statement, brand guidelines and more — lies a simple but powerful goal: to make it easier for customers to learn about and leverage the company's broad and deep global capabilities to drive growth and success for their businesses.

"IDG has long been known for its many outstanding global brands including CIO, Computerworld, Macworld and PC-World," said IDG CMO **Josh London**. "But today's IDG is so much more. Our new brand strategy reflects the company's evolution from a brand-driven publisher to a global media company that activates, engages and has deep knowledge of the most powerful audience of tech buyers in the world. To that end, we are now showcasing our global reach and breadth of offerings under the IDG brand."

Going forward, business units will be able to apply the guidelines of IDG's new brand architecture to determine to which of four categories — Branded Business Unit or Division, Branded Property, Branded Product Suite or Branded Product —new entities belong and how they should be treated visually. Examples of how each of these will be represented visually are as follows:

Master Brand:	IDG IDG
Business Unit: Logo plus name/unit	IDG CONNECT
Property: Property logo plus text "From IDG"	CIO FROM IDG
Product Suite: text only	IDG ABM360 IDG Native@Scale
Product: text only)	MyFeed from IDG

A decision tree that can be used to determine how a new entity will be treated and to which category it belongs is available among the resources on IDG1.

IDG's Corporate Marketing team has established a new website, IDG1 (corpmarketing.idg.com), where employees can access all the latest marketing materials, press and presentations related to the new branding initiative. London will be visiting a number of IDG offices worldwide to present the company's new branding initiative, architecture and guidelines and talk to colleagues about the effort. On March 17, London held the first of three live webinars (additional webinars are scheduled for March 24 and 30) for employees unable to meet with him in person. (See page 5 for details).

INSIGHTS INTENT & ENGAGEMENT
IDG
We believe technology exists to make the world a better place.
IDG
WE'RE SMART. CURIOUS. INNOVATIVE. DRIVEN.
IDG

IDG offices around the world displayed posters touting the company's new tagline and excerpts from the manifesto on Thursday, March 17. Above, three signs line a hallway at IDG's 501 Second Street office in San Francisco.

> "Our new brand strategy reflects the company's evolution from a brand-driven publisher to a global media company that activates, engages and has deep knowledge of the most powerful audience of tech buyers in the world. To that end, we are now showcasing our global reach and breadth of offerings under the IDG brand."
>
> *Josh London*

The company's new tagline — "Insights, Intent and Engagement" — highlights the three areas of IDG's business expertise: media, data and marketing services.

"Because marketers now need to reach specific communities of buyers, we've focused on applying the unique insights and data we capture across our hundreds of properties — websites, events and magazines — to provide deep intelligence about our audience's needs at every stage of the purchasing process," London noted. "Our Strategic Marketing Services team

continued on page 5

OneonOne

Josh London, CMO, talks about the new IDG Brand Strategy

IDG CMO Josh London is this week's columnist. Reach him at jlondon@idgcommunications.com.

> "We are moving to a master brand strategy, so our new brand architecture will reflect that across all of our properties. ...Our new elevation of the IDG brand reflects the evolution of the media marketplace from one that was brand-oriented to one that is increasingly audience-specific. "

(Q) What are the goals of the new global branding campaign for IDG that was announced last week?

(A) We've spent about a year building a team, undertaking comprehensive research to understand our market position and client perceptions and building the foundation to support the company's first-ever companywide branding campaign.

We are moving to a master brand strategy, so our new brand architecture will reflect that across all of our properties. Here's why: IDG has historically marketed through its powerful global brands, including CIO, Computerworld, Macworld and PCWorld. That meant that our customers and audiences often only knew us in one context.

Our new elevation of the IDG brand reflects the evolution of the media marketplace from one that was brand-oriented to one that is increasingly audience-specific. Across media, buyers need to reach specific audiences globally with their marketing efforts in order to be successful.

Now we'll more prominently showcase our global reach and breadth of offerings under the IDG brand. We know that the new brand voice enables us to better articulate the scope of the company's media, data and marketing services capabilities. We also know that when clients and audiences become aware of all that IDG offers, they contract more comprehensive and far-reaching programs, spending more of their marketing budgets with IDG and engaging more deeply with our content.

(Q) Can you briefly describe how you developed the messaging and strategy for IDG's new global campaign? What do you think is important to keep and how do you decide what can be left behind in terms of branding efforts?

(A) We started with research to help us understand what was working and what our challenges were. One message we heard consistently around the world from our clients during our research phase was that IDG is a true partner — one that cares deeply about our clients' long-term success. We've built meaningful relationships with our customers because of the trust and integrity IDG is known for. It was important to us to make sure that our culture and this unique ability to bridge both the art and science of technology media came through in our new positioning.

A challenge we uncovered was a lack of understanding amongst our clients about IDG's global scope and capabilities. IDG has historically been a "house of brands" where both our customers and audiences had strong affinity to our properties, but didn't necessarily know that CIO or PCWorld, for example, are a part of IDG. Other customers and prospects lack an up-to-date understanding of IDG as a whole — our offerings, our innovation and the solutions we deliver. We are a complex organization that can be difficult for customers to understand, and this was reflected in the research we conducted. So a major goal of this effort is to simplify, clarify and unify our messaging to present a cohesive brand story on a global basis.

Critical to our success will be ensuring that we put in place processes to enable cohesiveness and collaboration across the company so we're all "singing from the same song sheet." To that end, we've created a toolkit to make it easy for our marketers to apply guidelines for product and service naming and external positioning across the business. (See page 4 for more about this toolkit).

(Q) We have seen a lot of changes at IDG throughout the past couple of years as we engineered our transition from traditional publisher to one that derives nearly 90% of its global revenue from digital activities. How does this new structure inform our marketing messages going forward?

(A) IDG has created a unique structure that combines our global reach with our deep understanding of local markets. Our premium first-party data — from events, demand generation and digital content interactions — forms a unique picture of our users' purchasing intent, such as what they plan to buy (and from whom) for their companies. No one else has this data and no one else can apply it around the globe. We can hone in on incredibly specific targets and then reach the most powerful technology buyers at scale anywhere in the world.

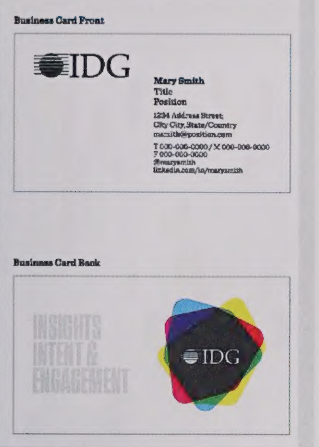
It's important that we communicate these capabilities to our customers consistently across the globe while maintaining the local and regional expertise we are known for. Our combination of audience insight and global platforms, which allow us to organize our audiences and content across content, digital and demand generation under a single universal data taxonomy, are an unbeatable combination for our clients. By unifying our communications, we'll make it easier for customers to understand IDG's singular ability to meet their needs to reach the most powerful audience of tech buyers in the world.

(Q) Can you speak to how the company's rebrand aligns with its overall direction as a modern media company?

(A) The evolution of the media industry and the way marketers connect with their customers has

continued on page 5

Inside the toolkit

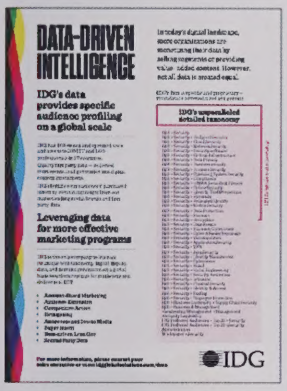


Business Card Front

Mary Smith
Title
Position
1234 Address Street;
City City, State/Country
msmith@position.com
T 000-000-0000 / M 000-000-0000
F 000-000-0000
@marysmith
linkedin.com/in/marysmith

Business Card Back

Template for business cards



DATA-DRIVEN INTELLIGENCE

In today's digital landscape, more organizations are monetizing their data by selling segments or providing value-added content. However, not all data is created equal.

IDG's data provides specific audience profiling on a global scale

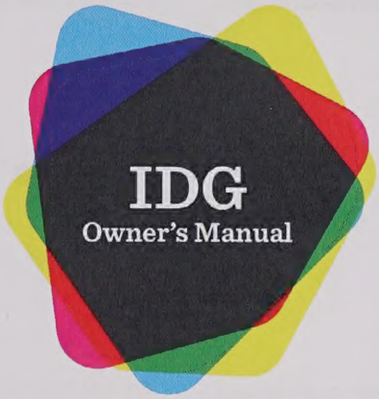
IDG's unparalleled detailed taxonomy

Leveraging data for more effective marketing programs

Template for sell sheet

Template for letterhead, envelopes

Brand Owner's Manual provides guidelines, tools to implement unified look



If you work for an IDG media company, you've opened your gift, participated in a celebratory launch event and perhaps even became misty eyed watching the new brand video: IDG.com/oneVoice.

But what does IDG's first global brand campaign really mean for you? And, where can you go to learn more about what's changed, what hasn't and how to apply it in your role? The Corporate Marketing team has developed a toolkit that includes a brand owner's manual to answer those questions and more.

The brand owner's manual is both inspirational and tactical, including everything from our Brand purpose, personality and tone, to the application of the approved graphical elements, typography and logo treatment.

You'll also find materials and assets that will enable you to immediately begin incorporating IDG's new look and feel into your daily work life, including new business card templates, new PowerPoint templates, a downloadable email signature and many other assets.

Updated and new assets you'll find on IDG1 (http://corpmarketing.idg.com/ password is available with this article on IDG Central and on the Corporate Marketing home page on IDG Central) include:

- Brand Guidelines
- Brand Architecture
- New IDG fonts
- Library of all IDG logos
- Corporate collateral that adheres to new brand guidelines
- Graphical Assets Library
- Social Media Graphics, Videos and Messages
- Business card template
- Sell sheet templates
- PowerPoint templates
- IDG Master Brand Template

Visit IDG1 and check out the content available for your use. Bookmark the link so this handy resource is only a click away. For more details contact VP/Corporate Marketing Jenny Fahlbush. ■

Manifesto

We believe technology exists to make the world a better place. It shortens distances, increases knowledge and drives change. But technology alone serves no one. It lacks purpose. It lacks heart.

It is computing power without brain power, a half-measure that falls short of its potential.

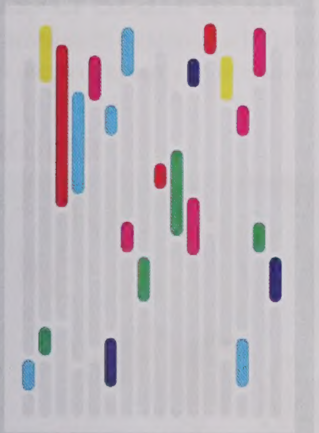
At IDG, we bridge art and science, design and technology, capturing the energy that is released when these worlds are combined.

It starts with our people and our rich history of technology media leadership. We're Smart. Curious. Innovative. Driven.

We use our data and experience to see what others can't. We build meaningful relationships to put those insights to work for the all-powerful, the up-and-comers and the game changers.

At the heart of technology is IDG.

Graphics, colors reinforce message



“The campaign images include helixes and other visuals reminiscent of DNA sequencing. That's deliberate because technology is the DNA of our company. It's also a nod toward our ability to bridge art and science.”

Josh London

“The visuals combine the colors used in print (CMYK) with the colors used in digital (RGB) to reflect our transition from a legacy publisher to the new model of a media company. They do so using these bright colors in an interwoven, overlay fashion.”

Josh London

continued from page 2

Global branding initiative

creates, targets, presents and amplifies custom content and advertising for our clients' marketing efforts — from awareness to lead generation — on a global basis. The insights from our global data platform provide actionable intelligence on users' intent. No one else has this data and no one else can apply it around the globe.”

Despite the many changes the new branding initiative will usher in, just as important are the things that will not change, London said. “One message I heard consistently from our clients during our research phase was that IDG is a true partner — one that cares deeply about its clients' long-term success. We've built meaningful relationships with our customers because of the trust and integrity IDG is known for. In technology media, it can be tough to differentiate one competitor from another. It was important to us to make sure that our culture and this unique ability to bridge both the art and science of technology media came through in our new positioning.

“And while we will speak in one voice, consistently across the globe, we will also maintain the local and regional expertise we are known for. By unifying our communications, we'll make it easier for customers to understand IDG's singular ability to meet their needs to reach the most powerful audience of tech buyers in the world.

For more information contact Josh London. ■

continued from page 3

One on one

fundamentally changed. So, it is important for us to communicate how we've evolved our business over time in response to how marketers need to communicate with their audiences.

Marketing has become increasingly borderless, with marketers seeking highly specific customers across brand and geographic boundaries. As more CMOs are tasked with driving growth in their organizations, they need a partner that can deliver audiences with purchase intent across the world, whether that's CIOs in Paris, Texas, or Paris, France.

IDG is the new model of a media company: one that combines premium properties and audiences with innovative global platforms. We leverage our intimate knowledge of technology media and our exclusive first-party data to bridge art and science, design and technology to create magic for our clients.

> “We leverage our intimate knowledge of technology media and our exclusive first-party data to bridge art and science, design and technology to create magic for our clients.”

(Q) How has IDG's transition into a primarily digital company influenced how it serves its audience and advertisers?

(A) Because buyers now need to reach specific audiences, we've focused on applying the unique insights and data we capture across our hundreds of properties to provide deep intelligence about our audience's needs at every stage of the purchasing process. With regional hubs around the world, we're able to execute complex campaigns that fulfill marketers' global ambitions.

IDG's owned and operated properties and IDG TechNetwork sites capture billions of intent signals from users each month, providing intelligence about our audience's needs at every stage of the purchasing process. IDG Connect offers full funnel demand generation capabilities in 147 countries, providing access a database of 44 million IT and business decision makers. ■

Employees invited to tune in to live webcasts

Learn more about IDG's global campaign by joining one of the upcoming webcasts on March 24 (10AM EDT) and March 30 (10 PM EDT). Dial-in details available from Director of Corporate Communications Janet Wyles.

Brand Rollout

IDG staff around the globe celebrate the brand rollout

On March 17, employees at IDG subsidiaries around the world walked into their offices to find posters and other materials announcing the new branding campaign and, in many cases, enjoyed a champagne toast to help start their day.

Korea

TULATIONS
RE LAUNCH
IDG

Germany

TECH MEDIA THAT DRIVES
INSIGHTS, INTENT & ENGAGEMENT

U.S. - San Francisco

WE'RE SMART. CURIOUS. INNOVATIVE. DRIVEN.

Germany

The Netherlands

INSIGHTS INTENT & ENGA

U.K. - Staines

Brand Rollout

U.S. - Framingham

We believe technology exists to make the world a better place.
IDG

Czech Republic

INSIGHTS INTENT & ENGAGEMENT
IDG
We believe technology exists to make the world a better place.
IDG
WE'RE SMART. CURIOUS. INNOVATIVE. DRIVEN.
IDG

Australia

INSIGHTS INTENT & ENGAGEMENT
IDG

U.S. - New York

China

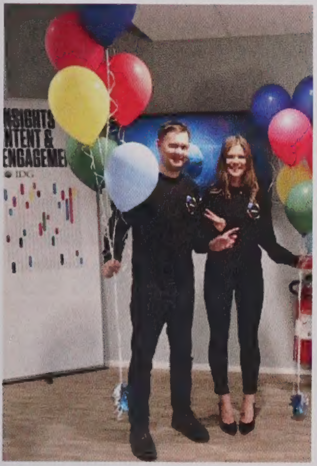
WE'RE SMART. CURIOUS. INNOVATIVE. DRIVEN.
IDG
We believe technology exists to make the world a better place.
IDG

U.S. - Framingham

WE'RE SMART. CURIOUS. INNOVATIVE. DRIVEN.
AGENDA

Brand Rollout

Sweden


INSIGHTS
INTENT &
ENGAGEMENT
IDG

U.K. - London

WE'RE
SMART,
CURIOUS,
INNOVATIVE
VEN.
We believe technology exists to make the world a better place
IDG
INSIGHTS
INTENT &
ENGAGEMENT
IDG

U.S. - Framingham

We believe technology exists to make the world a better place
IDG
We are
IDG

U.S. - Boston

Australia

IDG Trivia

> How much have you learned about IDG's new global branding strategy? Take our quiz and find out!

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thanksto

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Alezeya Sanchez *Spain*

1. **A major theme of IDG's external marketing message states that IDG:**

A. Bridges art and science, technology and infrastructure.
B. Bridges creativity and science, design and technology.
C. Bridges art and science, design and technology.
D. Bridges art and technology, design and function.

2. **A major goal of IDG's global brand initiative is to present ourselves as:**

A. A house of brands
B. A branded house

3. **IDG is the world's leading:**

A. Technology media, data and marketing services company.
B. IT, data and services company.
C. Technology publishing, data and services company.
D. Technology, data and marketing services company.

4. **IDG's new manifesto includes the following:**

A. We believe technology exists to help people.
B. We're Hard-working. Creative. Dependable. Intelligent.
C. We use our data and experience to see what others can't.
D. Technology is in our DNA.

5. **Which of the following is NOT one of IDG's corporate values?**

A. Strive for immediate response to customer inquiries.
B. Show respect for the dignity of each individual.
C. Produce products of the highest caliber.
D. Foster an action-oriented "let's try it" attitude.

6. **IDG's new tagline highlights the company's ability to connect the world of tech buyers with:**

A. Media, Data & Marketing Services
B. Insights, Intent & Engagement
C. Information on Information Technology
D. A Modern Media Company

7. **Approximately what percentage of IDG's global revenues are currently digitally driven?**

A. 75%
B. 50%
C. 80%
D. 90%

8. **IDG's portfolio includes:**

A. Hundreds of owned and operated websites, more than 700 annual events and 179 international magazines.
B. Hundreds of owned and operated websites, more than 500 annual events and 149 international magazines.
C. Hundreds of owned and operated websites, more than 300 annual events and 129 international magazines.
D. Hundreds of owned and operated websites, more than 200 annual events and 119 international magazines.

9. **The purpose of IDG's first ever global branding campaign is to:**

A. Introduce a new logo.
B. Increase visibility for IDG as a whole to drive increased revenue from new and existing clients, attract and retain the best talent in the industry and showcase our premium editorial content to audiences worldwide.
C. Help readers understand what a modern media company looks like.
D. Continue to promote all of IDG's individual brands on a worldwide basis.

10. **IDG's Corporate Marketing website, where you can find all of the latest marketing materials, press and presentations is called:**

A. IDG1
B. IDG Marketing
C. IDG Marketing Resources
D. KnowledgeHub

Answers: 1. C 2. B 3. A 4. C 5. A 6. B 7. D 8. A 9. B 10. A

IDG World Update

EMPLOYEE NEWS AND INFORMATION
14 MARCH 2016 | VOLUME 46, NUMBER 12 | WWW.IDGCENTRAL.COM

ONE ON ONE - *page 3* | NEWS - *page 2, 4* | ANNIVERSARIES - *page 7* | UNSUNG HERO - *page 8*

Sponsors line up to be part of channel event breakout sessions

IDG Germany's Channel Meets Cloud conference delivered best practices in sponsor-led breakout sessions. Above, IDG Business Media Publisher Michael Beilfuss (l) and event partner Olaf Kaiser of acmeo.

SEE MORE ON PAGE 4

Also inside

- Tech dictionary drives traffic to Computer Sweden
- One on one: IDG Consumer & SMB Group Editor-in-chief Jon Phillips
- On the job: Senor Digital Account Services Specialist

Tech
Audiences
United

IDG TechNetwork wins Gold Stevie Award for Customer Service Success.

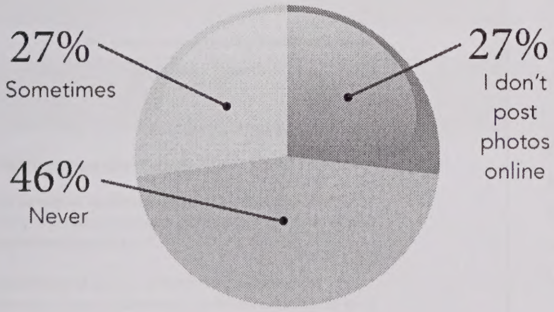
SEE MORE ON PAGE 6

Unsung Hero: Sughand Tolani from IDC Middle East, Africa and Turkey is this week's nominee.

SEE MORE ON PAGE 8

Question of the week results

Do you use filtering apps to add effects to photos you post online?



Log on to www.idgcentral.com to vote on this week's question:

How often do you turn off your phone?

CLICK HERE

Talk IDG with Mike and Laurie

The latest Talk IDG video is now on IDG Central. IDG Communications Worldwide CEO Michael Friedenberg talks with VP/Global Training & Development Laurie Butson about how IDG Communications is doing in FY16, where growth is happening and what he'd like to see more of, exciting things happening across IDG Communications, the branding work of IDG Communications' CMO Josh London and team and what is happening in the market outside of IDG.

Home-grown technology dictionary drives traffic to Computer Sweden

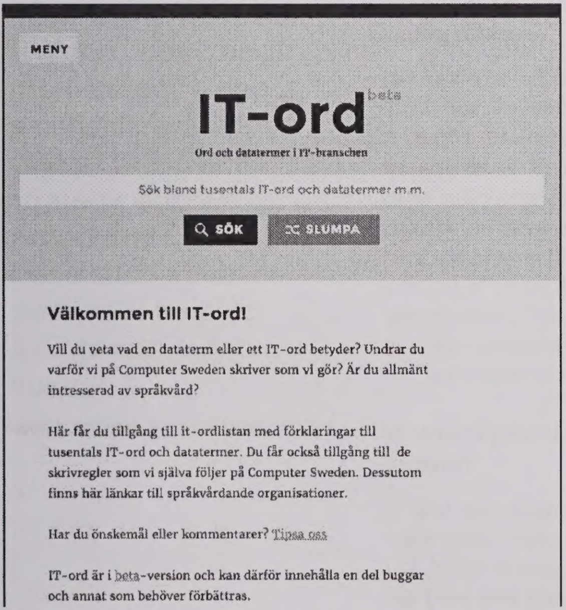
What started as a printed column in Computer Sweden providing definitions for a few technology terms each week is today a massive online dictionary with more than 11,000 entries, 20,000 monthly visitors and some impressive Google rankings.

Managed by **Anders Lotsson**, senior writer at IDG Sweden, the dictionary got its start about 15 years ago when a summer intern with little to do typed all the words from the printed columns into a Lotus Notes document and published it on the web. Some time later, "we created a custom-made publishing application for the dictionary, and I've been adding to it ever since," Lotsson said.

Recently, the dictionary was moved to the WordPress platform, making it more graphically pleasing and easier to work with.

"One purpose for the dictionary is to provide IDG Sweden writers with reusable short explanations of computing terms," Lotsson said. "If our writers need an explanatory sidebar, they can just cut and paste."

Lottson said he writes and tracks down definitions himself and seeks help from colleagues. "There are plenty of knowledgeable people at IDG, and Google is a great help. The challenge is to write a definition that's easy for non-experts to understand. I try to focus on 'what is it used for,' not on 'how does it work.'"


MENY
IT-ord
beta
Ord och datatermer i IT-branschen
Sök bland tusentals IT-ord och datatermer m.m.
SÖK
SLUMPA

Välkommen till IT-ord!

Vill du veta vad en dataterm eller ett IT-ord betyder? Undrar du varför vi på Computer Sweden skriver som vi gör? Är du allmänt intresserad av språkvård?

Här får du tillgång till it-ordlistan med förklaringar till tusentals IT-ord och datatermer. Du får också tillgång till de skrivregler som vi själva följer på Computer Sweden. Dessutom finns här länkar till språkvårdande organisationer.

Har du önskemål eller kommentarer? Tipsa oss

IT-ord är i beta-version och kan därför innehålla en del buggar och annat som behöver förbättras.

The online dictionary has more than 11,000 entries and 20,000 monthly visitors.

Lotsson

The online dictionary contains lots of external links to IT companies, research institutions and organizations that Lotsson keeps current as best he can.

"This is for reference, of course, but also to give the dictionary better Google rankings," he said. And it has worked. "For words that are specifically Swedish, our terms often appear on the first or second page of a Google search. For terms that are used in English with the same spelling, we're obviously much further back in the listing," Lotsson said.

The dictionary currently contains 11,130 items and Lotsson adds and/or updates items almost daily — sometimes several times each day. "And definitions have to be made current and brushed up on a continuing basis,"Lotsson said. "Also, I make sure that there are plenty of internal links."

> "Many users are translators, technical writers and similar professionals, and I believe that is an industry that we have neglected — it employs thousands of people in Sweden alone."
>
> *— Anders Lotsson*

Although the dictionary does not currently contain ads, clients are beginning to express interest, noted Project Manager **Magnus Müller**.

And the dictionary does provide a steady stream of clicks for Computer Sweden's website. "Many users are translators, technical writers and similar professionals, and I believe that is an industry that we have neglected — it employs thousands of people in Sweden alone," Lotsson said.

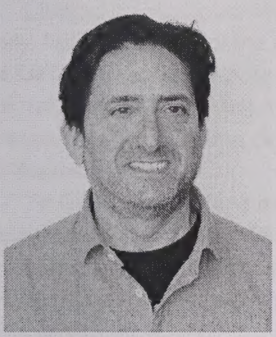
In addition to explaining computing terms, Lotsson has begun adding English translations of items that concern Swedish matters that might be of interest to non-Swedes, for example on the scandalous Lexbase database (scroll to bottom for translation).

For more information, contact Anders Lotsson. ■

OneonOne

Jon Phillips

IDG Consumer & SMB



The group editor-in-chief of IDG CSMB is this week's columnist. Reach him at jphillips@idgcsmb.com.

> "Our current approach is video, video and more video. Video is a critical part of the overall U.S. Media strategy, and we're proud that CSMB has been such a prolific partner in helping IDG.tv with video volume."

Q What are the key areas of coverage on each of the various CSMB sites today? Has that changed much in the past year or two?

A Well, in total, across all four sites, we try to blanket the entire consumer-tech universe. Our sites are somewhat platform-specific, but between all four, we have the license, if you will, to cover all the technology that's important to consumers. Greenbot focuses specifically on Android hardware and software. TechHive is all about connected home products, home entertainment and so on. Macworld is fully vested in anything Apple creates, plus third-party Apple ecosystem products. And then PCWorld ostensibly focuses on PCs and Microsoft software, but is actually much more diverse than that. For instance, PCWorld is the place where we put drone and automotive coverage.

Now, with all that said, each site does find that some content gets better traction than others. PCWorld is doing very well with gaming and enthusiast content — for example, benchmarking battles. I believe an article comparing Surface Book to MacBook performance was PCWorld's most popular article last year, at least in terms of short-tail, high-engagement traffic over a three-day period. Anything iPhone-related kills on Macworld. Greenbot gets traction with hardware reviews. TechHive has a wide swath of coverage, but we tend to focus on the very accessible products that consumers can quickly wrap their heads around, like security cameras and cord-cutting devices.

In terms of what's changed since I started in 2012, well, we really don't cover SMB anymore. It doesn't drive traffic, and it doesn't inspire audience passions. There doesn't appear to be much of an information need for SMB content — this despite the name of our business unit. The lesson here is that even IT managers would rather read a review of a new flagship Android phone than a printer review. That said, we still get good traction from productivity-focused stories. But those, too, are written in a consumer-oriented way.

Q What's your current approach to video content?

A Our current approach is video, video and more video. Video is a critical part of the overall U.S. Media strategy, and we're proud that CSMB has been such a prolific partner in helping IDG.tv with video volume. We have five staffers who produce at least one video a week and other staffers who do video on a frequent basis.

We do a weekly PCWorld Show video. We kick out a ton of video at trade shows like CES and Mobile World Congress. So our volume is pretty impressive. In January 2016, my team appeared in 81 separate videos. I know, because I counted each video by hand in the CMS. Yes, by hand, because, sadly, we have very primitive video analytics. As far as I know, there's no way to quickly compare year-on-year or month-on-month video volume.

Once we get better analytics, besides learning more about video volume, we'll also have a better idea of what types of video do well on our four sites. Right now, looking at view numbers on YouTube is the best way to determine what makes a video popular. The data generated on Brightcove isn't helpful because it's muddied up by autoplay.

At any rate, all this video production is happening during a period of traffic growth, so the CSMB team really deserves major kudos. Video is surprisingly time-intensive, yet somehow we're not dropping other balls as video volume increases. I have to give hearty kudos to IDG.tv's **Olivia Speranza**, **Dan Masaoka**, **Kyle Maack** and **Adam Patrick Murray**, who direct, produce and edit all the CSMB videos. In terms of video, they're working even harder than us. We're just script-writers and on-camera talent!

Q CSMB's traffic has grown dramatically over the past year. To what do you attribute that?

A We're just making good decisions. We're applying smart, modern SEO, like packing headlines with relevant keywords in a natural, non-annoying way. We make sure our headlines are both Google-friendly and provocative. Every headline is a traffic opportunity, and we work very hard to make sure all have been optimized for both search and social engagement.

We're also taking full advantage of Google News keywords, and that pays off with frequent wins at the top of Google News for PCWorld and Macworld. We're updating what we call our "tent pole" stories. Google rewards freshness, so updating helps keep previously published articles at the top of Google search results. We're being very aggressive with Facebook and Twitter posts. We're doing a lot of slideshows, which are always great for page views — but we're not abusing

continued on page 7

Channel meets Cloud conference delivers best practices in sponsor-led breakout sessions

IDG Germany's ChannelPartner's second cloud event for channel vendors sought to have a major impact on attendees who need to reinvent their traditional business model.

Channel meets Cloud, held last month in Munich, Germany, "addressed one of the most significant questions for the German channel business — how value-added resellers can transform their business models from traditional structures to ones based on the cloud," said Event Contact Director **Regina Böckle**.

"In Germany more and more companies tend to use cloud-based IT resources," Böckle said. "Resellers are forced to respond to this demand with cloud offerings and consultancies of their own, otherwise they will lose customers to other service providers."

Resellers also have to decide whether to build a hosting center of their own or cooperate with other hosting or data center partners, she added. "Because cloud users expect instant delivery of services, resellers need higher speeds to respond to customers' needs and also have to be able to offer highly scalable solutions, new invoicing models, not to mention full compliance with additional legal policies. They also face new competitors like public cloud providers and need to understand the broad variety of their customers' core businesses in order to become trusted advisors."

Böckle designed the agenda, and Events Project Manager **Agnes Fröschl** gave the 120 attendees many different perspectives on how to successfully transform their business models. Twelve best-practices keynotes by industry-leading resellers and service providers gave attendees a solid basis for discussion in the eight sponsored breakout workshops. Those sessions gave sponsors an opportunity to address their potential customers and start conversations about future business. "The agenda and content were great," said an attendee, "as was the event's organization by ChannelPartner."

Among the contributors to the event were (l-r): Project Manager ***Agnes Fröschl****, who worked on logistics, and Director of Content/Events* ***Regina Böckle*** *and ChannelPartner Editor-in-chief* ***Ronald Wiltscheck*** *who both moderated workshops.*

The high number of speakers and workshops for a one-day event were due to two factors, Fröschl said. "In order to reach our revenue goals we needed at least nine or 10 combinations of best-practice vendor speakers and workshops sponsored by vendors," she said. "A month before the event we were nearly overwhelmed by additional sponsor requests to participate, and we tried to include as many as possible. We are also facing increased competition for cloud events and wanted to offer resellers value they cannot find elsewhere with the broadest and most attractive range of topics."

Among Böckle's chief considerations as agenda designer was getting resellers that had successfully changed their traditional business models to share their experiences with attendees. For the breakout workshops, resellers were asked to talk about the obstacles, doubts and questions they face when moving to a cloud-based business. Sponsors were asked to provide best-practice examples explaining how they can help resellers overcome their problems and discuss the key factors essential for resellers to establish a profitable cloud business.

Böckle also worked with ChannelPartner's sales team in calling on potential sponsors, explaining the different workshops' themes and discussing clients' ideas. "We also offered new agenda items for our sponsors, like one-on-one meetings with resellers and a pre-event meeting the evening before that allowed sponsors to meet an exclusive group of attendees," she said.

Attendees paid 99 euros (US$110), and Fröschl said ChannelPartner nearly covered its costs through attendee revenue alone. It also saved money by holding the event in IDG Germany's own conference center, where the company holds eight to 10 conferences and roundtables a year, including Channel Meets Cloud, Best in Cloud and DATA+.

The next Channel meets Cloud event will be held in February 2017. Write to Agnes Fröschl or Regina Böckle. ■

Job Spotlight

On the job: Senior Digital Account Services Specialist

The past few years have seen huge changes in the media space. These changes have resulted in the creation of new jobs with unfamiliar-sounding titles and the retooling of old jobs to incorporate new skills and ways of doing business. IDG World Update's occasional Job Spotlight series is designed to provide insight into what our colleagues are up to.

Name Amanda Beaudry

Title Senior Digital Account Services Specialist, IDG Connect

What a digital account services specialist does

A digital account services specialist serves as the main point of contact for both external clients and internal groups – such as our sales teams, IDG Strategic Marketing Services and IDG Digital Media Group – in the execution of online lead generation campaigns. I develop and implement strategic marketing initiatives across the IDG Enterprise websites using white papers, webcasts and other custom content in our promotional efforts (i.e., direct-email marketing, newsletters, etc.) to engage the client's specific targeted audience within our database. Through these promotional efforts, I am able to capture the business-card contact information of those individuals who meet a client's qualifying filter criteria and deliver the number of contracted leads for the campaign. A digital account services specialist manages the set-up, execution and completion of a high volume of lead generation campaigns and promotes a professional working environment between our sales teams and internal groups to maintain and expand our strong client relationships.

The services I provide and who my customers are

It is my job to work with both internal and external teams to ensure that all lead-generation campaigns are executed flawlessly and all contracted leads are met within the timeframe expected. Externally, I work with a variety of clients/agencies to execute campaigns and have developed and maintained a close working relationship with them. However, my primary account is HP Enterprise, and I am the point person for all of their U.S.-only lead/demand-generation programs.

Key skills required for my job

I work in a very fast-paced environment where things often go from zero to 60 in minutes. This requires a high degree of organization, attention to detail and strong prioritization/time management skills, as I often need be able to juggle multiple tasks. Strong communication skills are also a necessity, especially when called upon to provide in-depth information to clients or sales reps who have questions about our products and services. Technological savvy and knowledge of digital marketing best practices are also a key component of the role.

A typical day

The great part about this role is that there is no such thing as a typical day. I am constantly re-prioritizing my day depending on what's in my inbox. The main objective each day is to evaluate campaign metrics and make analytical decisions that will help optimize the performance of our campaigns' promotional efforts to ensure contract details/deliverables and end dates are met.

Best part of my job

I often walk through the door each morning and do not know what to expect, which is what makes this job so interesting. Each day I am challenged to think creatively and outside the box to come up with solutions that meet the needs of our clients. I am also encouraged to uphold the "Let's Try It" attitude of IDG's core value system, so it's exciting to discover new ways of providing value to our clients through innovative methodologies.

Senior Digital Account Services Specialist ***Amanda Beaudry*** *joined IDG Connect in 2013.*

Most challenging part

The volume of campaigns we are running at any given time and the amount of revenue on the line often puts pressure on me to perform at a very high level. Additionally, as technology and the lead generation industry continues to evolve, I must adapt to the higher standards expected by our clients. Our programs have become much more complex in nature, and I am asked to deliver on lead goals that have precise and granular filter criteria.

Why and how I got involved in this career

I've always been passionate about the marketing and advertising industry. However, I felt that traditional marketing methodologies didn't touch enough upon the rising demand for and shift toward a more digital/online approach, so I designed my own Individualized major at the University of Connecticut to address that gap.

What my colleagues would be surprised to learn about me

My family is related to several historic American figures ("historic" being a subjective term). I'm directly related to John Babcock, the founder of Westerly, R.I., as well as Ethan Allen, one of the main founders of the state of Vermont — and no relation to the founder of the furniture store conglomerate!

Write to Amana Beaudry. ■

noteworthypeople

New employees

Palma

IDC U.K. has hired **Antonio Palma** as an associate analyst for the European Mobile Phone Tracker program. Previously an analyst with RBGP Capital in Portugal, where he was responsible for real-estate research and business development, he holds a degree in management from the Lisbon School of Economics and Management. In his free time he enjoys tennis, horseback riding and museums. apalma@idc.com

Preeyaporn ("Por") **Sukhamano** joins **IDC Thailand** as a sales manager. She has more than 10 years' experience in IT in Thailand and Malaysia in marketing, business development, sales, security solutions and mobile-device management. A graduate of Bangkok's Ramkhamhaeng University, she enjoys playing basketball. psukhamano@idc.com

Tay

New at **IDC Singapore** is **Ryan Tay**, senior research manager, Communications. He will be responsible for primary analysis and report writing, covering market and competitive analysis, technology trends and predictions, user demands and preferences, business models and practices in the Telecommunications industry across the Asia Pacific region. Before joining IDC, he was a market research MBA intern with General Electric Healthcare; he has also been a senior engineer with Fujikura Ltd. focused on research and development in the telecommunications and applied optics industries. He earned a B.S. in electrical and electronics engineering and an MBA from Nanyang Technological University of Singapore and a second MBA in technology management from Japan's Waseda University. rtay@idc.com

Ross

IDG Australia has hired **Nick Ross** as editor of PC World and Good Gear Guide. Previously with the Australian Broadcasting Corp. as a technology and games editor, he holds a B.S. in geology from the U.K.'s University College London. In his free time he enjoys football and golf. nick_ross@idg.com.au

Bride

JOE MOLA

Aran Bride joins **IDG Research Services** as director of research intelligence. He was previously a project manager at Chadwick Martin Bailey and holds a B.S. in experimental psychology from the University of Massachusetts/Boston and an MBA in marketing strategy from Babson College in Wellesley, Mass. In his free time he does CrossFit training and coaches youth soccer. aran_bride@idgresearch.com

George

IDG WORLD UPDATE

IDG Strategic Marketing Service's San Francisco office has hired **Rina George** as a program manager, Customer Success. Previously a program manager with TechTarget, she holds a B.A. in communications from the University of San Francisco and enjoys CrossFit training. rgeorge@idgcommunications.com

Previously a solutions manager with business solutions provider Mesiniaga Berhad, **Sreenath Kandarpah** joins **IDC Malaysia** as a research manager, Services. He graduated from Malaysia's Asia Pacific Institute of Information Technology with a post-graduate certificate in computing specializing in software engineering; he is currently studying project management. skandarpah@idc.com

Turner

Dianne Turner joins the Custom Solutions team at **IDC California** as director, Sales. Previously sales manager with The Wall Street Journal, Custom Studios she holds an associate's degree in French from the City College of San Francisco and has studied at the Université Paris-Sorbonne. She volunteers as a trail ambassador for San Francisco's Presidio Trust, co-leading monthly guided hikes to introduce the public to the trail network within the Presidio and the four art installations of Andy Goldsworthy. She also raises and trains shelter dogs and enjoys jazz, travel and wining and dining with friends. dturner@idc.com

Returning employees

Befort

Lauren Befort returns to **IDC** as a Midwest account executive on the Sector team; she previously worked at IDC California as an integrated marketing sales representative. Most recently a national territory manager with The Jacobson Group, she holds a B.A. in communications from Santa Clara (Calif.) University. In her free time she enjoys tennis, reading and home crafting projects. lbefort@idc.com

IDG TechNetwork wins award for Customer Service Success

IDG TechNetwork this month won a Gold award in the 2016 Stevie Awards for Sales and Customer Service. The awards were announced March 4 at a ceremony in Las Vegas.

"The award is for our entry in the category of Customer Service Success, which is based on our customer-service related accomplishments," said TechNetwork Director of Marketing **Sheila Cravetz**. "Last April, IDG TechNetwork conducted a survey that found that 85% of our clients are satisfied or very satisfied with our customer service."

She said the team's customer service efforts are "driven by our goal of being a consultative partner for our clients. We work to thoroughly understand their business objectives and provide strategic solutions that deliver on their needs." She said the team has implemented processes to ensure campaigns run smoothly and created a comprehensive framework that provides TechNetwork's sales and marketing team with the resources needed to be knowledgeable partners for clients.

The Stevie Awards for Sales and Customer Service are a global sales and customer service award program. More than 2,100 nominations from organizations of all sizes and in virtually every industry were evaluated in this year's competition. Entries were considered in 59 categories for customer service and contact center achievements; more than 50 categories for sales and business development achievements; and categories to recognize new products and services and solution providers. Click here for the full list of winners.

Contact IDG TechNetwork Director of Marketing Sheila Cravetz.

2016
GOLD
STEVIE
WINNER
FOR SALES &
CUSTOMER SERVICE

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

24
Bridget Cammarata *IDG Strategic Marketing Services*
Michael Cooney *U.S. Media*

19
Alan Tang *IDC Hong Kong*

16
Mattias Malmqvist *IDG Sweden*
Pennie Robinson *IDC*

12
Alejandro Florean *IDC Latin America*
Steve Kempton *IDC*
Shawn McCarthy *IDC*

11
Charles Lee *IDG Strategic Marketing Services*

10
Frank Wang *IDC China*

9
Boyd Chastant *IDC*
Kao Yang *IDC*
Deepa Ahuja *IDC CEMA*
Harsha Sundararama *IDC Singapore*

8
Nancy Le *IDG Australia*
Evan Hardie *IDC Canada*
Mayur Sahni *IDC Singapore*

7
Ryan McNally *IDC Canada*
Milan Kalal *IDC CEMA*
Chetan Patil *IDC CCR*

6
Marcus Svinhufvud *IDG Sweden*
Jacqueline Hendriks *IDC U.K.*
Dominik Tomaszewski *IDG U.K.*
Dan Dudziak *IDG Technical Services Group*
Angela Peng *IDC China*
Siew Choon Liew *IDC Malaysia*

5
Antonia Hernandez *IDG Spain*
Jerilyn Hartman *IDC*
Fabian Cardoz *IDC India*
Divya Gowda *IDC India*
Ashish Talwar *IDC India*
Vaibhav Berma *IDC CCR*

4
Jeremy Kirk *IDG Australia*
Andrea Heaney *IDG Strategic Marketing Services*
Felix Cheng *IDC Hong Kong*
Joydeep Dey *IDC India*

3
Petra Kacer *IDC*
Esther Rubin *IDG Strategic Marketing Services*
Lauren Eckenfelder *U.S. Media*
Tsanko Gyoshev *IDC CEMA*
Laszlo Toth *IDC Hungary*
Ashwin Venkatchari *IDC META*
Chun Pang Chan *IDC Hong Kong*
Shari Jansen *IDC Philippines*
Charmine Morales *IDC Philippines*
Niparat Ea-Somboon *IDC Thailand*

2
Lawrence Carvalho *IDC*
Kevin Permenter *IDC*
Jozef Bakk *IDC Hungary*
Sharath Babu *IDC India*
Michael Edward *IDC Indonesia*
John Nguyen *IDC Thailand*
Promharit Tangnimitrjit *IDC Thailand*
Azucena Panerio *IDC Philippines*

1
Azadeh Williams *IDG Australia*
Lisbeth Mahler *IDC Denmark*
Sarah Lavery *IDG U.K.*
Jordan Jewell *IDC*
Steve Ka *CIO Executive Council*
Antonin Rykalsky *IDC CEMA*
John Feng *IDC Australia*
Joseph Hsiao *IDC Australia*
Jessica von Sperl *IDC Australia*
Jone Yang *IDC China*
Rubal Sabharwal *IDC India*
Nikhil Batra *IDC Malaysia*
Alon Rejano *IDC Philippines*
Nicolo Santos *IDC Philippines*
Beverley Ramos *IDC Philippines*

Wanted: Photos of the day

The Photo of the Day feature on the home page of IDG Central lets you share a quick look at what's happening at your business unit. All employees are invited to send photos depicting a little slice of life at the office, at an event, a staff meeting, etc., like this rather unusual IDC Latin American offsite at right. Send the photo with a short description to idgcentral@idg.com.

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One on one

slideshows, and for this we're proud.

We're covering the topics that people actually care about and ignoring the topics that once seemed relevant but never really pulled in eyeballs. We're also doing our best to slice and dice content on these popular topics in as many logical and reader-friendly ways as possible. For instance, if someone cares about the new iOS, why stop at just five articles? Write 10 more. Each one has the potential to be the month's biggest hit.

Q What is CSMB doing in terms of e-commerce strategy?

A For starters, we hired a reviews editor, **Alaina Yee**, to help us publish more hardware reviews, as well as frequently update our "best product" hub pages. All of this content will be decked out with new "See it on Amazon" buttons. When a reader clicks a button, jumps over to Amazon and buys something, IDG gets a commission. Now, it has to be noted that we're working with Amazon already. We already have a rather primitive version of the plan that's being developed. The innovations will be in increased reviews volume, new dedicated "best product" hubs and direct integration of the Amazon API into the CMS. The editorial team is just one part of this effort. IDG's Digital Media Group is obviously doing heavy lifting as well. The amount of back-end work required for all of this looks daunting.

So, let's say you're sitting at home and need to buy a new laptop. You type "best laptop" into Google. If you need to buy a videocard, you type in "best videocard." And so on. This is basic consumer behavior, so on our end we need to have a product hub headline that literally begins with "best laptop," and then we need to update these hubs frequently to keep them at the top of Google Search.

For 2016, the idea is to identify the 20-odd product categories that people search for often with an intent to buy. Those become our first wave of product hubs, and each hub gets fed with as many reviews as the team can muster — without screwing up overall page views, video volume and so on. We have a lot of initiatives in play, obviously. We're putting a lot of hard work into e-commerce, but we can't relax the video effort or overall page view growth. It will be interesting to see just how far the CSMB team can push itself in 2016.

Q What's been your career path at IDG?

A I was hired as editor of PCWorld in 2012. About a year later I was promoted to editor-in-chief of PCWorld and TechHive. Then my boss had me oversee Greenbot and transferred TechHive to someone else. That was a bummer, as I don't like giving up responsibility. But then I was put in charge of all four brands in September 2014. What goes around comes around! ■

Check out IDG Central for other One on One columnists, including U.S. Media Director of Business Operations Anthony Polcino, IDG News Service Editor-in-chief Marc Ferranti, IDG Enterprise SVP/GM Events Adam Dennison and Jan Siroky, regional VP of IDC Central and Eastern Europe, Austria, Israel, and CEMA Consulting.

unsunghero

Sughand Tolani

Senior Conference Manager

IDC Middle East, Africa and Turkey

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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thanksto

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Anders Lotsson *IDG Sweden*
Shabana Mahadiwala *IDC Middle East, Africa and Turkey*
Sughand Tolani *IDC Middle East, Africa and Turkey*

IDC Conference Director, Middle East, Africa and Turkey ***Shabana Mahadiwala*** *named Senior Conference Manager* ***Sughand Tolani*** *her team's Unsung Hero. "Sughand has been part of the conference team for eight years and has spearheaded the attendee-acquisition team," she said. "During this period, conferences in Middle East have scaled up from eight to 10 events a year to 50-plus events annually across nine countries, reaching out to more than 5,000 end-user delegates. Sughand has been instrumental in delivering successful events by ensuring the right level and number of attendees for all conferences such as Roadshows, technology expos, webinars and C-suite roundtables. This has resulted in repeat clients and projects."*

Home
Dubai, U.A.E.

Primary job responsibilities
Working with the team to increase attendee acquisition for custom events and Roadshows in order to get the right attendees at the right events. I have a telemarketing team that builds attendee data and sends out invitations. For some particular verticals we print and send out hard-copy invitations.

Three things I do in a day's work
- Carry out digital campaigns for upcoming events. This involves sending out email campaigns and working with an outside agency on LinkedIn, Facebook, SMS and Google ad campaigns.
- Update a small notebook of things I could have done better the previous day.
- Always smile.

What I love most about my job
The team I work with, the work environment, the ongoing support we get from our direct managers and the challenges we face at each event. For instance, we did an event for Huawei for which the target audience was completely different from our usual IT one; for a C-level event we only had a two-week turnaround time; and there was a custom event for Schneider Electric where we had to increase the audience from 400 delegates to 2,000.

IDC Middle East, Africa and Turkey Senior Conference Manager ***Sughand Tolani*** *joined IDC in August of 2008.*

Latest accomplishment
I introduced dynamic onsite badge printing and networking solutions for our events in the Middle East. We have QR codes on the badges that sponsors scan so they can get a list of the delegates who visited their booths on the spot. I also assisted in setting up back-office telemarketing operations in Mumbai where we have four marketers who do our data list cleaning and send out event invitations.

Career highlights
After almost eight years with IDC I've created good relationships with the end-user community of leading IT executives and CIOs in the region. I know the vendor community well and have their trust to handle their events again and again. I've made sure the new teams across the region are well-trained in our processes.

Interests outside the office
Cooking, traveling, bowling and music.

What others can't tell just by looking at me
I am a very religious person.

IDG World Update

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IDG Germany's IT Strategy Days breaks participant, revenue records

WE MAKE IT HAPPEN:

The 14th annual event in Hamburg is considered Germany's most important conference for IT managers and decision makers up to the CIO level; more than 800 attended for knowledge and networking.

SEE MORE ON PAGE 2

Also inside

One on one: IDC Chile Country Manager Natalia Vega talks about Chile's IT market, new events

IDG, IDC executives reveal whom they keep up with on Twitter -- for work and for fun

IDC
CIO
SUMMIT 2
MIDDLE EA

SVP Crawford Del Prete was among many IDC speakers at the Middle East CIO Summit.

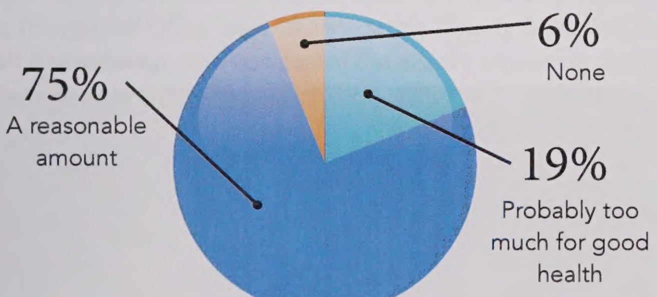
SEE MORE ON PAGE 4

Unsung Hero: IDG.TV Production Coordinator Leah Bottone is this week's nominee.

SEE MORE ON PAGE 8

Question of the week results

How much caffeine do you have during an average day?



Log on to www.idgcentral.com to vote on this week's question:

Do you use filtering apps to add effects to photos you post online?

CLICK HERE

IDC Directions visits San Jose

directions 2016

IDC SVP/Worldwide Custom Solutions Vito Mabrucco and VP/Systems and Network Infrastructure Consulting Heather Levinson (center) walk into the main hall at IDC Directions in San Jose, Calif. on March 2. The next edition of the U.S. conference will be held March 22 in Boston.

IDG Germany's IT Strategy Days reaches new heights for participants, revenue

IDG Germany surpassed participant and sales records at its 14th annual IT Strategy Days, the country's largest and most important conference for IT managers and decision makers up to the CIO level. Some 850 attendees — among them 280 CIOs — attended the Feb. 18-19 event in Hamburg compared with 730 last year, and sales revenue was up 15% year-on-year.

The keynotes, breakout sessions and small-scale discussion roundtables addressed this year's theme, "Managing Digital Transformation: Disruption or Evolution," and focused on what new strategies, skills and management approaches CIOs need to have to help guide their companies during this era. Topics included strategies and best practices for digital business models, the management of globally distributed IT organizations and how companies can protect their data and business models.

THE WORLD
NETWORK
THAT IS AS
BIG AS YOUR
AMBITION

IDG Germany CTO & SVP/Strategic Marketing Services ***Stefan Huegel*** *(right) moderates a roudtable.*

Lufthansa Industry Solutions, SAP and Siemens signed on as underwriters, and they were joined by more than 20 other sponsors, all of which also had booths in an exhibit area. CIO Germany and Computerwoche were the lead IDG brands and covered much of the proceedings.

"The opening VIP dinner took place in the clubhouse of the St. Pauli soccer club — a much more casual atmosphere than usual — and the menu of burgers, french fries and beer was a big hit with the CIOs," said CIO Magazine Deputy Editor-in-Chief **Rolf Roewekamp**, who was part of the event's organizing team.

Attendees were able to learn from and network with executives from top German companies.

CIOs and board members from prominent German companies, as well as three international speakers, delivered the 20 keynote presentations. Speakers are required to submit papers on their presentation topics, which IDG Germany reviews, and about half of the speakers agreed to make their papers available via download to attendees.

CIO Magazine Deputy Editor-in-Chief ***Rolf Roewekamp*** *introduces participants at one of the roundtable sessions.*

Two elements of the agenda introduced last year were extended for 2016. Six start-up companies were given six minutes each for a demo presentation of their products plus an additional five-minute Q&A-session on the main stage. For the 45-minute discussion roundtables, sponsors were able to book and lead a session; four were held simultaneously on the first day, with one sponsor and topic per room, and three the next.

At each session the participants, who signed up in advance, stood around five high-top tables in groups of up to eight. Each sponsor gave a two-minute overview of the theme to help spark conversation, and the sponsor had a representative at each table. Participants had the option to circulate among the tables during the session.

"Since participants had to stand up, they were much more actively involved in the discussions, and the atmosphere was more relaxed," said Computerwoche Editor **Karen Funk**, one of the moderators. "The tables were small, so everyone could have direct eye contact with one another at all times."

IDG Germany made enhancements to the event app, giving attendees the chance to check the program agenda, book sessions and give feedback.

At the conference, a representative of the company that won the annual IT Excellence Benchmark Award was recognized in a brief interview. CIO Germany and the Technical University of Munich collaborate on an online survey that evaluates how satisfied employees are with their company's IT services. About 280 companies paid a fee to participate in 2015; the program has been a very profitable IDG endeavor for years. The companies receive a detailed assessment and an analysis of how they compare with peers; the top-ranked company is recognized at IT Strategy Days.

Write to Rolf Roewekamp. ■

OneonOne

Natalia Vega

IDC Chile

The country manager of IDC Chile is this week's columnist. Reach her at nvega@idc.com.

IDC Chile at-a-glance

Year subsidiary established
2005

Location Santiago

Number of employees 12

Website
www.idclatin.com/chile

New events this year
IT Transformation & Acceleration Seminar (May)

CXO Digital Transformation (August)

Q What is the status of Chile's IT market? What elements are poised for growth?

A As you may know, there is a direct relationship between a country's growth (GDP) and the growth of the IT industry. If the GDP rises or falls, investment in IT has the same behavior as the GDP rate, though not necessarily by the same percentage. In the case of Chile, in 2013 the growth of the IT industry was 20%, but by 2014 it was -15%, as it fell along with the GDP; by 2015 it was up 3%, as the GDP performed better than in 2014, considering current exchange rates. This year will likely see flat growth, as expectations for the GDP is similar to 2015, about 2%.

Despite the slowing rate of growth, Chile's IT spending as a percentage of GDP in 2015 was 3.1%, above the Latin American average of 2.7% and higher than any other country besides Brazil and Colombia (3.5%).

Chile has been affected by the economic slowdown in China, because Chile exports more goods to China than to any other country; the U.S. and Japan are our second- and third-largest export partners.

Also, as in the rest of Latin America, our local currency has been devalued by the stronger dollar. The IT industry in Chile, as it takes advantage of the move to the 3rd Platform – mobile, big data, cloud and social business – is growing rapidly. For example, cloud is expected to grow over the next five years at a CAGR of 23%, and big data and analytics at 30%. As a country, we are looking for opportunities for innovation.

Q Is there anything about Chile's IT market that is different than the rest of South America?

A Yes, there are differences due to the behavior of economic activity. Most IT adoption in Chile is in the services sector (approximately 13% of IT investment) and is directly related to overall economic activity in that sector. Manufacturing represents about 11% of the IT industry and natural resources, 6%. In sectors such as construction, education, health, IT is still at a low level of investment.

Q IDC Chile has seen double-digit growth in bookings over the last two years. To what do you attribute that success?

A We have developed a competitive strategy of differentiation based on the values of IDC. We have been working balancing growth and profitability, and the way we achieve the the objectives matters.

Specifically, we have worked on:

- Strengthening our image as international analysts.
- Strengthening our processes and integrating with other IDC teams within Latin America and around the world.
- Continually creating innovative ways of listening to the customer. For example: we've done a cloud study includes two viewpoints: supply and demand; and we are doing monthly surveys of telecommunications: mobile Internet, mobile broadband, mobile phones and machine-to-machine.
- Prioritizing our accounts and bringing together the account manager, analyst and country manager of IDC to meet with each account.
- Creating a customer care plan for major accounts in each domain (consumer, enterprise and telecommunications). Our goals are to 1) understand the needs of end users and sell them relevant services; 2) work with different influencers and decision makers and 3) establish a close relationship with the country manager for each client.
- Strengthening each part of our customer ecosystem by developing action plans for working with vendors, the channel, wholesalers, service providers, the government and education sectors, business users, education and the press.

Q Are you planning any new events in 2016?

A This year we have two new events for end users. The Chile IT Transformation & Acceleration Seminar on May 26, with a target audience of 70 to 80 participants. According to the analysis of IDC Enterprise IT Transformation Maturity Scape Benchmark (2014), 16% of companies worldwide are at a stage where their priorities are driven by the specific needs of the business, excluding investments long term; 40% still maintain a platform based on the 2nd infrastructure; 28% are already moving towards the 3rd platform; 13% are innovating in their products and services using any resources of this platform and only 4% are using all the different components of the 3rd platform to transform their business.

We are also planning the IDC Chile CXO Digital Transformation on Aug. 24, with a target audi-

continued on page 7

IDC Middle East CIO Summit shifts to new city, incorporates content for CFOs, CMOs

IDC's ninth annual Middle East CIO Summit expanded the scope of its target audience, including the region's leading CIOs as well as more than 50 of the region's most influential finance and marketing leaders, for a total attendance of more than 250.

Additional new elements of the Feb. 17-18 conference, which focused on the theme Leading Your Organization's Digital Transformation, was the location in Abu Dhabi, a dedicated workshop for CFOs, a women in IT session, golf networking opportunities and a new logo.

IDC Group Vice President & Regional Managing Director, Middle East, Africa & Turkey **Jyoti Lalchandani** told attendees that given the current new wave of distruptive technologies, "the ultimate aim must be to deliver a compelling customer experience that seamlessly blends the digital and the physical worlds, but success in this regard will only come with a whole new level of enterprise-wide collaboration that encompasses the entire CxO value chain."

This new development reflects the shifting dynamics that are shaping technology investments around the world, with a recent global IDC study showing that some 45% of technology spending undertaken by organizations is now drawn from budgets outside of the IT department. As a result, line-of-business (LOB) executives have a critical role to play alongside the CIO in facilitating this journey.

To that end, this year's CIO summit included a session exclusively for CFOs. The CFO workshop, with 37 attendees from seven countries, featured a talk on mitigating risk by **Joe Pucciarelli**, IDC's group vice president and executive advisor; a partner presentation; and an hour-long panel discussion. One plenary session, led by **Rich Vancil**, group VP, Executive Advisory Strategies, focused on making the most of the CIO/CMO partnership.

The event's move from Dubai, its home since its inception, to Abu Dhabi was confirmed last year following a survey with CIOs and anchor partners. "We wanted to garner attendance from the key verticals within UAE such as government, oil and gas, and banks that are headquartered in Abu Dhabi," said **Ronita Bhattacharjee**, associate VP, Conferences. "Another reason was to give a different experience to regional delegates who have been attending not just the IDC Summit but other events that are usually held in Dubai."

IDC
CIO
SUMMIT 2016
MIDDLE EAST
Leading
Your Organization's
Digital Transformation

IDC Group Vice President & Regional Managing Director, Middle East, Africa & Turkey ***Jyoti Lalchandani*** *told attendees that "the Middle East is increasingly being exposed to a new wave of disruptive technologies that present incredible opportunities to drive innovation and value creation across all facets of the organization."*

The session on the growing role of women in IT featured four female panelists who explored ways to encourage more women to seek and retain leadership roles within the region's IT organizations, noting that studies show that organizations with a higher percentage of women occupying executive positions typically outperform their competitors financially.

For the first time, the summit included golf outings — one each for CFOs and for CIOs — as an informal opportunity to encourage networking.

IDC introduced a new logo, which will be used for the other seven CIO Summits in the region this year. "The old monotone CIO Summit logo limited us to some rather dull on-site event branding," said Marketing Manager **Anulekha Shetty**. "We hope this colorful version expands the branding options and resonates the energy and vibrancy of the event."

Close to a dozen IDC senior analysts from around the globe spoke at the summit. Pucciarelli talked about what end users need to do to survive in the new digital economy. "Successful leaders are judged by their ability to effect change, and today change will be driven by a leader's ability to manage the three connected disciplines of innovation, integration and incorporation," he said. "These disciplines underpin IDC's new 'Leading in 3D' model for business success and represent the critical competencies required to drive true digital transformation across the entire enterprise."

Conference sponsors included, among others, DarkMatter, Hewlett Packard Enterprise and Intel as Summit Partners, EMC as CFO Partner, Sanovi and Brocade as Gold Partners, MISYS and Automic as Banking and Finance Vertical Partners, OpenText and Fortinet as Government Vertical Partners, Tata Communications and iDashboards as Lunch Partners, and AGC as Dinner Partner.

Write to Anulekha Shetty. ■

Follow the tweeter: IDG, IDC executives discuss whom they keep up with on Twitter

The editors of IDG World Update asked a variety of IDG and IDC senior executives which Twitter accounts they follow for work (and one or two for fun) and why.

Friedenberg

@Justin_B_Smith: He's the CEO of Bloomberg Media. He doesn't tweet a lot, but when he does it is informative.
@Benioff: Marc Benioff is the chairman and CEO of Salesforce. He's very smart, comments on all topics and is not afraid to give an opinion.
@ESPNgreeny: Michael Greenberg of ESPN's Mike&Mike show for fun sports commentary.
— ***Michael Friedenberg**, CEO, IDG Communications Worldwide*

Ma

@benedictevans is a venture capitalist at Andreessen Horowitz. He has a very unique and long-term perspective on mobile, making very insightful big-picture comparisons. And he is somehow able to magically compact his nuggets of wisdom into just 140 witty characters.

Another interesting one is @**internetofsh*t** for a light-hearted look at how ridiculous our industry can get sometimes. Provides a much needed chuckle during a busy work day.
— ***Bryan Ma**, VP, Devices Research, IDC Asia/Pacific*

Gallant

I'm a big list follower on Twitter as it is too hard to keep up with all the right individuals out there. Here are three lists that give me a broad swath of what's going on in the tech industry from a variety of perspectives. (To find these lists, find the person on Twitter and look at the lists they've created. Then subscribe to the appropriate list.)

The IDG Watch List by @ScotFinnie: It's made up of all of IDG U.S. Media editorial staffers on Twitter and some other key folks from the IDG News Service and more.

The CIO List by @AbbieLundberg, former editor-in-chief of CIO magazine. As the name implies, it offers a lot of great CIOs to follow. This is useful because individual CIOs tend to tweet pretty sporadically, and her list gives you a constant feed of input from the top tech execs.

Most Influential in Tech by @scoblelizer (Robert Scoble) consists of key movers and shakers in the tech industry — successful folks, innovators, venture capitalists and more.

For fun, I follow authors **Neil Gaiman** (**@neilhimself**) and **Stephen King** (**@stephenking**) because I love their work and insights and quite often agree with their politics.
— ***John Gallant**, chief content officer, SVP, IDG Communications*

Browning

@rhappe: Rachel Happe, formerly of IDC, provides community management advice, stats, etc.
@davidaaker: Great content on general brand/marketing from brand authority David Aaker.
@leeodden: Odden is a B2B, social and content marketer and offers great info and wit.
@gavinpurcell: He is a TV producer with a great wit and perception. He doesn't tweet often, but I like the way he writes on Twitter and he's good for inspiration.
@guarnaschelli: A celebrity chef from The Food Network. I like the way Alex Guarnaschelli engages with audiences on Twitter; she also offers some fun ideas incorporating Instagram.
— ***Colin Browning**, VP, Performance Marketing Group, IDG Strategic Marketing Services*

Anderson

For general Internet of Things news I like ZDNet and **The Verge** (**@verge**), as well as **Tech in Asia** (**@techinasia**) for a local flavor.
— ***Charles Anderson**, associate VP, IDC Asia/Pacific*

A lot of who I follow are people posting about B2B marketing, and,

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continued from page 5

Tweeters

Yanovitch

given the research nerd I am, I love finding people who unearth research on this topic. These two are great for surfacing interesting data: **Ann Handley (@MarketingProfs)** who heads up content for the online marketing resources firm MarketingProfs and **Juntae DeLane (@JuntaeDeLane)** who is the digital brand manager for the University of Southern California. And of course I follow **@idgenterprise** since the team is so good at sharing information that would be of value to tech marketers. On the personal side, I now follow the coaches and instructors for my children's activities since that's how they communicate changes (like cancellations!) now.

— ***Sue Yanovitch**, VP/Marketing, IDG Enterprise*

Latchford

@MediaPost is a great resource to stay on top of what's going on in the media and marketing world.

@CIOonline is a convenient way to stay on top of industry news, research and key solution areas from a trusted and leading brand that I represent.

@HuffingtonPost is a personal favorite. It covers a wide range of news and topics for non-work related information

— ***Michael Latchford**, VP/Alliance Programs, IDG Enterprise*

Jary

@Econsultancy offers independent research, digital trends and statitics, analysis and advice on digital marketing, social media, ecommerce, SEO, mobile and tech for business.

@RocketMill is a digital marketing agency specializing in search engine optimization, paid search and conversion-rate optimization. They've been our SEO gurus for several years, and they really know their stuff, particularly on technical SEO.

@JoyofTech is a brilliant tech-related comic, offering daily doses of humor that sometimes only geeks will get and is usually bang on the sentiment. I was once included in one of the cartoons, a framed copy of which holds pride of place in my office.

— ***Simon Jary**, publishing director, IDG U.K.*

What Twitter accounts do you follow that are useful from a professional perspective? Add them to the comments box with this article on IDG Central.■

noteworthypeople

Promotions

Drake

IDG Global Solutions EMEA Commercial Director International Sales **Christian Drake** has been promoted to vice president. "Over the five years I've worked with Christian I have seen him grow into a formidable leader," said **Neil Michael**, IGS EMEA SVP. "Christian does a tremendous job of leading his team from the front and driving our sales efforts into market. Over the last few years we have witnessed our marketplace transform, with our traditional agency display revenues being replaced by demand generation and custom content marketing programs. Christian has led his team through this transition with both skill and enthusiasm as we have had to look outside of our big agency partners for revenue growth. In addition to his current responsibilities Christian will now look to drive forward our sales efforts across Central and Eastern Europe, the Nordics as well as look after our new business and trading revenues from Germany." christian_drake@idg.com

Carstensen

IGS EMEA Group Client Business Director **Christina Carstensen** is now head of strategic clients and alliance marketing services (AMS). "Over the last few years we have spoken many times about the importance of IGS selling direct to our customers and driving revenue growth for IDG in new areas such as alliance marketing," Michael said. "Christina has led the charge across our client direct business and more recently made terrific progress with our AMS efforts. This focus will continue as she builds our AMS revenues into a strong new business revenue stream for IGS EMEA. In addition to this Christina will now also take on the responsibility for running our strategic client business in Germany across T-Systems, Siemens and 1&1 Internet." christina_carstensen@idg.com

New employees

IDC Australia has hired **Richard Mathews** as a senior market analyst, Telecoms, responsible for developing new insights and methods around the IDC tracker data along with defining improved processes and analytics to support major clients in Australia and New Zealand. Prior to joining IDC, he was a senior business analyst for Cisco Systems Inc.; he has also worked for the New Zealand Post as a business analyst managing international service performance. He holds a B.A. in accounting and finance and an MBA with an emphasis in strategy and marketing. In his free time, he enjoys sports, travel and studying classical guitar. rmathews@idc.com

Ahmad

New at **IDC CCR** is Market Analyst, Service **Shazia Ahmad** who will be responsible for tracking worldwide IT service deals across the. Most recently a senior executive with Wipro Technologies, she holds an MBA in human resources and finance. She enjoys travel, movies and spending time with family and friends. sahmad@idc.com

Dani

Arun Dani joins **IDC India** as a market analyst. Previously a consultant with CapGemini supporting its global IT infrastructure services business, he earned a B.S. in electronics and telecommunications engineering from India's Nagpur University and an MBA in marketing from PSG College of Technology in Coimbatore, India. Away from the office he enjoys travel and playing chess. adani@idc.com

Send Noteworthy information to world_update@idg.com.

Continued from page 3

One on one

ence of 70 to 80 participants. In our last study of general managers, finance, marketing and IT managers of 460 Latin American companies, 43% indicated they are working on business processes transformation; 27% on the transformation of products and services; 15% on the transformation of work; and 15% on the transformation of client relations.

These events deliver dependable, relevant and high-impact data and insight to help end-user organizations make sound business and technology decisions. They provide vendors with invaluable face time with targeted senior technologists and business decision makers who are responsible for influencing, evaluating, and purchasing technology solutions and products.

These new events build on the content presented at previous events we've organized on mobility (Nov. 2014), big data (May 2015), cloud (June 2015) and IoT (July 2015). Our goal is to create exceptional, valuable experiences that are ideal for building dynamic — and profitable — business relationships.

Q Do you have events that are unique compared with other IDC offices in the region?

A Yes, we organize the IDC Chile Partners ICT Business Meeting. For the third edition, which will be held in April, we hope to draw 140 attendees from vendor, wholesale and channel organizations, with about half of the total coming from the channel. The event's objectives are to:

- Increase vendor relationships in the value chain.
- Increase the role of wholesale positioning within partners and opinion leaders.
- Deliver a global vision about the new challenges and business opportunities presented by the ICT market, based on the 3rd Platform, and on the four pillars, with emphasis on cloud, mobility, and digital transformation.
- Provide tools that help partners understand how to cope with new challenges through case studies.
- Transfer knowledge and local, regional and global experience on the development and the importance of the new orientation of ICT partners.
- Contribute to the development and growth of the ICT market through partners.

Q What are you doing to develop strong personal relationships with your key audiences?

A We organize a series of small-scale events such as one-on-one meetings with vendors, in particular the country managers; CMO breakfasts (with 42 executives last October) and presidents dinners (20 executives from IT companies and five from other industries last December).

For CIOs, we have a comprehensive program that includes one-onone meetings, breakfasts and participation in our studies, seminars and roundtables. We are also interacting more with the media, writing opinion columns or securing interviews on topics strategic for our business.

Q How did you get started at IDC, and what's been your career path?

A Overall, it's been a beautiful and challenging journey. In 1995, I joined the company that was representing IDC in Chile as an analyst, and later that year I realized that I wanted to spend my career working in this market. When IDC created its subsidiary here in 2005, I joined the company as the research and consulting manager for the Southern Cone region (Argentina and Chile). Later I became the research and consulting manager for Latin America, and was responsible for business development for IDC Chile. In 2011, I was promoted to country manager for IDC Chile. I am so thankful to the executive team that evaluated the work I had done for the company for more than a decade and decided to trust me in this capacity. For the past few years I have been focused on learning more about process improvements and business development as well as implementing best practices for developing more efficient and effective work teams. ■

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

36
John Dix *U.S. Media*

19
Carl Olofson *IDC*

16
Vladimir Kroa *IDC CEMA*

15
Zach Sullivan *U.S. Media*

12
Al Sacco *U.S. Media*

11
Paola Soriano *IDC Peru*
Amy Catalogna *IDC*

10
Leslie Baldi *IDG Corporate Support Group*

9
Atsushi Arai *IDC Japan*

8
Jiri Kolarik *IDC CEMA*

7
Meghan Parisi *IDG Strategic Marketing Services*

6
Magdalena Goralczyk *IDG Poland*
Sarah Nadeau *IDC*
Melissa Rocco *U.S. Media*

5
Aki Nakamura *IDC Japan*
Louise Pearson *IDG Global Solutions*
Janet Pitt *U.S. Media*

4
Jitesh Ubrani *IDC Canada*
Jeremy Kirk *IDG News Service*
Christofer Björkvall *IDG Sweden*
David Schubmehl *IDC*
Kevin Barrett *IDG Corporate Support Group*
Whitney Cwirka *U.S. Media*
Ibrahim Feras *IDC Middle East, Africa & Turkey*

3
Daniel Ricardo Silva *IDC Peru*
Patrick Casey *IDG Connect*
Christina Kelly *U.S. Media*
Katerina Juchelkova *IDC CEMA*

2
Keiichi Skamoto *IDC Japan*
Peter Rutten *IDC*

1
Steward Bond *IDC Canada*
Jaffet Arruda *IDC Brazil*
Andrea Minonne *IDC Italy*
Eric Schermerhorn *IDC*
Marianne Haldoupis *CIO Executive Council*

unsunghero

Leah Bottone

Video Production Coordinator

IDG.tv

IDG World Update
EMPLOYEE NEWS AND INFORMATION

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thanksto

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Leah Bottone *IDG.tv*
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Rolf Roewekamp *IDG Germany*
Anulekha Shetty *IDC Middle East, Africa & Turkey*
Natalia Vega *IDC Chile*
...and all the Twitter account contributors.

*IDC Communications VP, Video Programming **Kyle Kramer** named Video Production Coordinator **Leah Bottone** his team's Unsung Hero. "What we found in Leah was someone whose tireless dedication and strong work ethic allowed her to pick up the technical aspects of the video backend and become someone the producers rely on very heavily. Since her promotion to production coordinator, she has not only continued to maintain our video inventory and grow our social media presence across multiple platforms, she has also single-handedly produced videos, such as the CIO Perspectives Marketing Reel and the forthcoming CMO Perspectives series with our Global CMO **Josh London**. Leah is a workhorse with a diverse skill set who continues to build upon her repertoire every day while becoming more and more valuable to the IDG.tv group and beyond."*

Home
Queens, New York

Primary job responsibilities
Coordinating video shoots both domestically and internationally; booking travel for shoots as well as freelance videographers and video editors; buying and renting video equipment; updating IDG.tv's Facebook page, Twitter account and YouTube channel; overseeing functions on Apollo; publishing videos on IDG's owned and operated sites and YouTube; curating the videos on IDG.tv's homepage carousel; and producing videos when possible. "Producing" means overseeing all aspects of a video's pre-production, production and post-production. Sometimes this involves hiring freelancers, booking travel for our crew, creating a shooting schedule and budget, being out in the field during video production, and overseeing the finished product in post-production.

Three things I do in a day's work
It varies from all of the above listed in one day to any combination of them depending on what our upcoming schedule is.

ADAM PATRICK MURRAY

*IDG.tv Video Production Coordinator **Leah Bottone** joined IDG.tv in February 2015.*

What I love most about my job
Having colleagues who have become real-life friends and working in a field that lets me work toward and achieve my career goals of being a full-time video producer.

A hot-button issue I'm dealing with on the job
How to keep our videos interesting and fresh, and getting people to continue watching them. We want to make sure that the format is exciting, informative and that the material is presented in a way that's engaging. Whether that's making our videos somewhat humorous or using animation, we've used a lot of different ways to engage our audience.

Career highlights
Producing the CIO Perspectives videos in Houston, Texas. Traveling with the IDG.tv team internationally to tech industry trade shows in Berlin and Barcelona, Spain.

Interests outside the office
Exploring New York City, going to see films, going to concerts and shows, spending time with my closest friends and family.

What others can't tell just by looking at me
I'm a true film buff and watching/making films has been my primary passion my entire life.

Do you know a person whose quiet contributions help ensure the success of the whole group? Write to [IDG World Update.]

IDGWorldUpdate

EMPLOYEE NEWS AND INFORMATION

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IDC, IDG Spain collaborate on new Predictions conference

Drawing on their history of co-producing engaging conferences, the two Madrid-based business units shared responsibility for the launch of a new event targeting end users.

SEE MORE ON PAGE 4

Also inside

IDC South Africa hosts region's first IoT conference

InfoWorld awards recognize top tech solutions

IDG Communications CEO Mike Friedenberg writes op-ed on ad blocking

In memoriam: IDC's Amie White

CSO
ESPAÑA
"La seguridad condiciona la transformación digital pero no la paraliza"
Gianluca D'Antonio

IDG Spain launches digital edition of CSO, third in a series of new products that enable video ads.

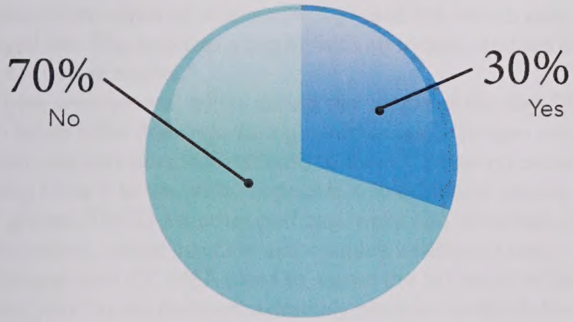
SEE MORE ON PAGE 2

Unsung Hero: Benjamin Schischka, portal manager, IDG Tech Media (Germany) is this week's nominee.

SEE MORE ON PAGE 7

Question of the week results

Should Apple build a 'back door to allow the FBI to access encrypted data on a terrorist's phone?



Log on to www.idgcentral.com to vote on this week's question:

How much caffeine do you have during an average day?

CLICK HERE

Tech & Marketing News from IDG

IDG Corporate Marketing's "Tech & Marketing News from IDG" newsletter aggregates top stories from tech and marketing news sites, including IDG sources. Topics include media, marketing, mobile, social video, the tech industry and press mentions about IDG and IDC. To get on the mailing list, sign up here.

Some recent selections include:

Half Of Online Sales Are Now Mobile -- Is Your Brand Ready?
(Media Post)

Data and trust: How Evolve Media is connecting audiences and brands
(The Media Briefing)

The 9 Best Marketing And Sales Analytics Every Manager Should Know About
(Forbes)

Communication firms' digital transformation slow —IDC study
(Business Mirror)

IDC South Africa hosts region's first Internet of Things conference

IDC MEA plans to hold similar IoT events in Dubai, U.A.E., and Doha, Qatar, later this year.

IDC Middle East, Turkey and Africa's inaugural Internet of Things 2016 conference in South Africa was held earlier this month at the Sandton Convention Center in Johannesburg. The day-long event drew slightly more 100 attendees with the support of seven sponsors including Samsung, Vodacom, IBM, Cisco in partnership with Westcon, TIBCO Software, Comstor and HPE/Aruba.

Kalebaila

Among the agenda topics were "IoT in Africa: Touching One Billion Opportunities," a keynote speech given by IDC MEA Senior Research Manager, Telecoms and Media **George Kalebaila**; "Monetizing IoT;" "Putting IoT To Work;" and "IoT Best Practices Across South Africa." Speakers were largely representatives from the event's sponsors.

IDC South Africa Conference Specialist **Eileen Gengan** said this event was the first time that her group had made use of the IDC internal mobile app EMA, which includes the event agenda, speakers, partners, polls and questions. "We uploaded questions onto the app prior to sharing it with attendees. We had a poll session after each presentation, in which a question would go up on the screen, delegates were asked to vote accordingly and the results were displayed live. The app was a big hit with attendees, and we plan on using it at future events."

There were several raffles during the course of the day. "IDC is known for its raffle drawings during conferences," Gengan said. "We approach our sponsors to contribute to them." Samsung provided a Samsung Note 5 to the raffle, Vodacom a Smart Kicker phone, IBM a pen gift set, TIBCO a leather golf bag, while IDC provided a home theater system, coffee machine and couple's weekend away.

Gengan said IDC MEA plans to repeat the IoT event in South Africa next year "as we received extremely positive feedback from both partners and attendees." One attendee said, "I have been a regular IDC conference attendee for the past six years and remain impressed by the developments I continue to experience."

IDC MEA has held a similar event in Istanbul, Turkey and will hold others in Dubai, U.A.E., and Doha, Qatar, this year. For more information on the South Africa event contact Eileen Gengan. ■

InfoWorld awards recognize innovative tech solutions

InfoWorld last month named the winners of its 2016 Technology of the Year Awards. Recognized by InfoWorld editors and reviewers, the winning products represent the best and most innovative technologies for software developers, IT professionals and the users and businesses they serve.

The 2016 awards included software development tools, databases, data center orchestration and networking solutions, big data processing frameworks, mobile productivity and next-generation collaboration tools. Among the winners were a number of open source projects as well as products from leading vendors such as Adobe, Cisco, IBM and Microsoft.

InfoWorld
★2016 AWARDS★
TECHNOLOGY
OF THE YEAR

"It was another topsy-turvy year in computing, one in which open source projects, cloud providers and traditional vendors alike sent ripples across the technology landscape," said **Doug Dineley**, executive editor of InfoWorld Reviews. "Our 2016 winners are the most innovative products we encountered during the past year. They're the innovations that are changing the way we build applications, operate data centers, and conduct business."

Award winners are selected by InfoWorld Test Center editors and reviewers. Winners are drawn from all of the products tested by InfoWorld throughout the past year, with the final selections made by InfoWorld's Test Center staff. All products reviewed by the Test Center are eligible to be considered.

For more information contact Doug Dineley. ■

IDG Spain launches CSO flipbook

CSO
ESPAÑA
"La seguridad condiciona
la transformación digital
pero no la paraliza"
Gianluca
D'Antonio
CISO de FCC y presidente de ISMS Forum

Following the successful launch of monthly digital editions of Computerworld and Dealer World that provide opportunities for video ads and in-depth content, IDG Spain produced its first CSO "digital flipbook" earlier this month. The books use software from 3D Issue — which is looking to partner with other IDG business units — and are easily viewable on any device or desktop. Click here for more details about the flipbooks or contact IDG Spain Managing Director Manuel Pastor.

Consumers, publishers must reach agreement for premium content

IDG Communications CEO ***Michael Friedenberg*** *wrote this op-ed piece for Media Daily News, which appeared on Feb. 16.*

Consumers rely on the Internet to serve as their source for news, entertainment, information and social community. When intrusive ads, potential malware and otherwise irrelevant sales pitches stand between them and the content they're interested in, something's got to give.

The truth is, as an industry, publishers in search of fast dollars have broken their side of a contract that's been in place since 1994, when the first banner ad appeared on the Internet. They've interrupted the conversation, rather than becoming a part of it.

Ad-blocking technology temporarily helps to alleviate the frustration users have with poorly targeted, irrelevant ads. But publishers must take a long-term view and address the thorny issues surrounding their rise in popularity.

The public discourse on ad blocking is simply the latest example of the economics of Internet content following a familiar arc. When Napster first made all music available for download for free, artists, producers and distributors feared their value would plummet.

Quality journalism isn't free.

Anyone reading this article is likely nodding their head about that statement, but it's the job of publishers and advertisers to create experiences that fundamentally meet a reader's need, so that imagining its absence would be seen as a loss.

Premium content in all forms costs money to create, publish and maintain, and advertising is an integral part of delivering content. Just as in the music industry the advent of iTunes and Spotify-like solutions have helped create a system that compensates artists and labels, one that consumers are happy to support through a fair exchange of value.

Similarly, we believe that consumers and publishers will reach a mutually agreeable arrangement to support premium content.

When quality content and advertising work in concert — when we uphold our end of the contract — user engagement and direct and indirect revenue increases. When a CIO is researching a virtualization solution, relevant ads are seen as part of the purchasing process. But when the same CIO is bombarded with ads for the hottest electronic gadget or the latest weight-loss solution, the conversation is interrupted.

Friedenberg

When users feel betrayed — by the equivalent of having to wade through a Web page that looks like Times Square, or a slideshow designed to drive page views without regard to user experience, they take action — as 200 million users worldwide who have installed ad blocking software have shown.

The problem with this approach is that ad blocking software blocks access to content and advertising that is relevant to their interests. Publishers that place a premium on user experience in all forms — design, load time, relevant targeting, and building relationships with users — rather than monetizing a page view are penalized by the ad blockers' machete, when a scalpel would do.

What should be done by publishers? There are a variety of options.

1) Most importantly, maintain a relentless focus on user experience. If we don't uphold our end of the deal, we can't expect users to do the same.

2) Give options to users for accessing content. Publishers can ask people to disable their ad blocker if they wish to access their sites or can offer them payment options. There are even metered options that can unlock ad-free content via sharing or payment, and offering data in exchange for access.

3) Block users who block ads.

The industry saw a variety of successful models emerge from the early Napster days. Today, Spotify has an ad-supported offering for users with an ad-free option available only to their paid, premium subscribers. Today, more than 20 million users pay for service each month. An additional 75 million accept ads as a fair exchange for access.

When presented with an easy-to-adopt option, most users want to honor their end of the implicit contract — fair value for valuable information. ■

Spain's top IT market research, media teams collaborate on new end-user event

IDC Spain and IDG Spain added a new event to their ongoing collaboration earlier this month with their first Predictions-themed conference. 2016 Predictions: The Disruption Generation/Changing the World featured an array of international IDC analysts and the close cooperation of six sponsors.

IDC and IDG worked together on all aspects of the half-day event including the agenda, venue, marketing, sales and logistics. Out of the 383 end-user registrants, 165 came onsite, exceeding the goal of 150 attendees.

IDC Spain Country Manager **José Antonio Lorenzo** opened the plenary session with an overview of IDC's top predictions in the local IT market for the year ahead, followed by Oracle VP Felix del Barrio's presentation on how Oracle is accelerating the transformation to the 3rd Platform.

Attendees could then choose from five simultaneous two-hour workshop tracks on big data, mobility, security, cloud and digital transformation, each with a different sponsor (HP Enterprise, Colt, CA Technologies, Telefonica and Microsoft, respectively). Each workshop included networking, an IDC presentation, a sponsor presentation and time for Q&A.

In addition to Lorenzo, moderators of the workshops were **Maria José Marzal**, director, Computerworld, IDG Spain; **Alberto Bellé**, research manager, IDC Spain; **Marta Muñoz**, operations and research director, IDC Spain and **Manuel Pastor**, managing director, IDG Spain. IDC presenters at the workshops were **Philip Carnelley**, research director for IDC's European Software Group; **Duncan Brown**, research director, European Security Practice; **Giorgio Nebuloni**, associate research director, European Systems and Infrastructure Solutions; and **Philip Carter**, VP/Infrastructure and Software, European Region & EMEA.

The event's plenary session was recorded and livestreamed on IDG Spain's B2B websites; there were also live interviews with sponsors during breaks in the program. IDG Spain's editorial team contributed pre-event articles in the months before the conference, same-day news reports and a post-event wrap-up article in Computerworld.

PHILIP CARTER

*Taking a break during the conference are (l-r): **Guillermo Riestra**; IDC Spain; **Giorgio Nebuloni**, IDC Central Europe; **John Delaney**, IDC U.K.; **Laura Castillo**, IDC Spain; **Marta Muñoz**, IDC Spain; and **Philip Carnelley**, IDC U.K.*

Both companies collaborated on a microsite that included a video message from Lorenzo and continually updated information for the conference and channeled registration traffic.

The Predictions conference was the top trending topic (#predictionstic) on Twitter in Spain on Feb. 18. "It was an awesome day," Lorenzo said. "Working as a team we are unbeatable; trust and honesty are our pillars."

"We really rock the stage when we do something together," said Pastor. "Our collaboration is very successful because our companies have such a good relationship, and because both of us are 'best in breed,' in Spain, with IDC the clear No. 1 in IT research and IDG the clear No. 1 in IT media."

*IDG Spain Managing Director **Manuel Pastor** and IDC Spain Country Manager **José Antonio Lorenzo** have co-produced many events.*

The two companies have collaborated on a range of conferences previously including Cybersecurity, CIO Directions, Smart Cities and Digital Transformation & Customer Experience.

Write to IDC Spain Conference Project Manager Nuria Hinoja. ■

noteworthypeople

Promotions

Bradford

IDG Strategic Marketing Services Program Manager **Cristina Bradford** has been promoted to manager of operations. "Cristina has done an outstanding job as a customer success program manager since joining SMS in the summer of 2014," said **Karen Wilde**, IDG SMS VP, Product and Process Management. "She has continued to go above and beyond and offer her help with a variety of projects within the product management/operations side of our business. She is a true creative thinker who has offered up valuable input and is always looking for ways to make our business run more effectively. Cristina will continue to work closely with our internal SMS team as well as IDG teams outside of SMS and third-party vendors to further our objectives. She will manage the Customer Success team assignments; package products; provide sales enablement; build, manage and communicate process and more." cbradford@idgcommunications.com

New employees

IDC CEMA has hired **Miroslav Musil** as a senior application developer. Previously with Y Soft Corp. where he was a core system developer, he holds an M.S. in information management from University of Hradec Králové in the Czech Republic. In his free time he enjoys cycling, cross-country skiing and reading history and science fiction. mmusil@idc.com

Walker

IDC's Health Industry Insights team has hired Chicago-based **Tim Walker** as sales director, Central, End User. Previously a business development director with Forrester Research, he holds a B.A. in business studies from the U.K.'s University of Westminster and an MBA from Elmhurst (Ill.) College. In his free time he enjoys soccer, racketball, travel and photography. twalker@idc.com

New at **IDC Malaysia** is Conference Associate **Luqman Ahmad**. He has been a marketing intern in media and publishing and involved in planning and executing multiple events. He holds a B.A. in international business from Malaysia's MARA University of Technology and enjoys outdoor games and photography. luqmanahmad@idc.com

Guo

IDC China has hired **Howard Guo** as a senior account manager. He has previously worked for Huawei and Lenovo as an account manager and regional sales manager, respectively, and holds a B.A. in business administration from Beijing University. Away from the office he enjoys golf, tennis, wine tasting and single-malt whiskey. hguo@idc.com

Xu

IDC China has also hired **Wenting Xu** as a software research manager with a focus on application software research and consulting. She has previously worked in outsourcing marketing strategy research and analysis, competitor analysis and packaging solutions in mobility, Internet, e-commerce, Big data and Internet Of Things services. A graduate of China's Neusoft Institute of Information at Northeast University with a B.S. in software engineering, she enjoys yoga, singing and reading history books. wxu@idc.com

Zhang

Also new at **IDC China** is Research Manager, Client Devices **Liyao Zhang**. She has experience as a data analyst in the government sector and at financial institutions and holds an M.A. in statistics from Columbia University in New York City. liyaozhang@idc.com

Jin

Di Jin joins **IDC China** as a research manager, Mobile, focusing on mobile research Tracker and forecast programs. She previously worked for Forrester Research and Nielsen and holds an M.A. in mass communications from the U.K.'s University of Leicester. dijin@idc.com

New at **IDC CCR** in Bangalore, India, is Manufacturing Insights Research Manager **Sampath Kumar**. He has more than nine years of manufacturing and consulting experience in core engineering design and supply-chain management and holds two co-patents for his work in the development of fuel cells and a mechanism for large hydraulic excavators. He graduated from Ohio's University of Cincinnati with an M.S. in mechanical engineering and holds an MBA from the Indian Institute of Management in Bangalore. He enjoys playing cricket, badminton, table tennis and watching sports and movies. sampathkumar@idc.com

IDC Singapore has hired **Madeleine Vinuya** as a research director, Measurement and Forecasting. An economist with nine years of experience in analyzing, advising, coordinating and writing policy reports for governments, international development banks, universities and the private sector, she specializes in quantitative economic research During her tenure as an economist for the Philippine government, she was involved in national strategic economic planning. She was most recently a senior economist with a large multinational corporation in Singapore working on large-scale development and strategic planning across Asia. She holds an M.A. in international development from the International University of Japan and enjoys reading to her daughter, shopping and using Excel to plan her life. mvinuya@idc.com

Also new at **IDC Singapore** is **Deepa Balan**, engagement manager, Go-to-Market Services. She has nine years of B2B marketing experience, primarily in a client services role, including digital marketing, loyalty marketing, partner marketing and marketing communications. She holds a graduate degree in business and human resource management from the U.K.'s University of Portsmouth. In her free time, she is an avid runner, plays squash and enjoys volunteering and scuba diving. dbalan@idc.com

IDC Singapore's Retail Insights group has hired **Mike Ghasemi** as research director. He has 10 years of experience in retail information technology software solutions and is one of the founding council members of the International Association for Enterprise Information Security, a member of Singapore and Australia Institute of Management and a recipient of Deloitte Enterprise 50 Award. He earned a B.S. in mechanical engineering as well as an MBA from De Montfort University in Leicester, England. In his free time, he likes to read about leadership and management, listen to country music and spending time with his family. mghasemi@idc.com

Returning employees

Ortis

Ivano Ortis joins **IDC Europe**'s Retail Insights and Manufacturing Insights as an associate vice president. Most recently a managing director, Retail and Consumer Products Industry, Europe with Accenture he previously managed IDC Europe's Retail Insights for eight years. He holds an M.S. in telecommunication and computer science engineering from Milan, Italy's Polytechnic University and enjoys windsurfing, basketball, skiing and spending time with his wife and two children. iortis@idc.com

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

24
Anders Lotsson *IDG Sweden*

21
Antonette Cutone *IDG Corporate Support Center*
Eric Owen *IDC U.K.*

20
Eric Knorr *U.S. Media*

18
Melanie Posey *IDC*
Wayne Hetherington *IDC*

17
David Tapper *IDC*

16
Timothy Grieser *IDC*
Lina Vikman *IDG Sweden*

15
Bushra Khalid *IDG Technical Services Group*
William Stofega *IDC*
Sabine Anegg *IDG Germany*
Kristina Martinu *IDG Czech Republic*

12
Sherri Cottreau *IDG Corporate Support Group*
Coby Smith *IDC*
Anna Ekström *IDG Sweden*

11
Edite Lopes da Silveira *IDC Brazil*

10
Zarina Kamytbaeva *IDC Russia*
Sebastian Wörle *IDG Germany*

9
Bob Johnson *IDG Connect*
Gabor Fauszt *IDC Hungary*
Melissa Henderson *IDC*
Eileen Smith *IDC*
Kelly Matthews *IDC*
Stephen Conway *IDC*
Roberta Bigliani *IDC Italy*
Carrie MacGillivray *IDC*
Eiko Furumoto *IDC Japan*

8
Daniela Sladkova *IDC CEMA*
Martin Swingler *IDC CEMA*
Madeline Kruzel *U.S. Media*
Andrew Bell-Wright *IDC U.K.*
Nancy Le *IDG Australia*

7
Diego Valer *IDC Peru*

6
Marcin Kitlas *IDG Poland*
Leonardo Munin *IDC Brazil*

5
Jachym Homola *IDC CEMA*
Ramazan Yavuz *IDC Turkey*
Giancarlo Vercellino *IDC Italy*
Thasanthan Srikanthalingam *IT World Canada*
Jenny Park *IDG Korea*

4
Jon Gold *U.S. Media*
Miguel Florean Rodriguez *IDC*
Thomas Rotter *IDG Germany*
Franziska Walther *IDG Germany*
Vyacheslav Gromov *IDG Germany*

3
Oluwole Babatope *IDC West Africa*
Swapna Subramani *IDC META*
Killian Arnold *U.S. Media*
Rebecca Linke *U.S. Media*
Akram Al-Zarif *IDG Connect*
Concepción Martinez *IDC Mexico*

2
Pearl Zondi *IDC South Africa*
Dan Masaoka *U.S. Media*
Marcia Loewenstein *IDC*
Christopher Pike *IDC*
Marta Fiorentini *IDC U.K.*
John Simcox *IDC U.K.*
Richard Stevens *IDC Italy*
Moonseok Choi *IDG Korea*
Ed Daugavietis *IDC*

1
Faris Abu Joudeh *IDC META*
Pinar Kartal *IDC Turkey*
Robert Westervelt, Jr. *IDC*
Tanja Rödel *IDG Germany*
Margarethe Fols *IDG Germany*
Martin Engegren *IDG Sweden*

Contact the editors

The staff of IDG World Update welcomes contributions from business units and license partners worldwide. Send news, promotions/new hires, photos from company events or team-building activities, nominations for One on One columnists and suggestions for story ideas or features to world_update@idg.com.

In memoriam: Amie White

IDC VP/Global Research Custom Solutions **Amie White** died on Feb. 11 after a 10 ½ year battle with ovarian cancer. She joined IDC as a research analyst in 1995.

Shortly after her diagnosis, Amie dedicated herself to supporting cancer research. Her team, Pedal 2 the Mettle, recognized as a top fundraiser by the Dana Farber Cancer Institute through the Pan-Mass Challenge charity bike ride, raised more than $500,000 for cancer research in the eight years she rode.

White

"Amie managed to find a role at IDC somewhere between sales and project management, which perfectly fit her special people skills," said SVP **John Gantz**, her longtime manager. "She found clients within our big customers where none had been before. Those clients became friends, took her into their homes. First trip to the Ozarks? A client's wedding. At first Amie's contribution to IDC was financial — all those projects. But when she got sick it morphed into something bigger — a courage big enough for those who knew her to share, that would help *us* get through her ordeal."

"Amie epitomized the skill of 'relationship builder' with both clients and colleagues," said Group VP and GM **Scott McLarnon**, Amie's manager for the past five years. "She was always upbeat, positive and forward-looking. Even when she was dealing with her illness, Amie made a point to visit clients in Washington, D.C., in late September. Most people would have simply used a conference call, but Amie hopped on a plane. During a conversation in early January, we talked about 2015 being her best year. She attained on each of the primary objectives we set: renew a key project, retain important clients and gain one new client in the cloud marketplace. She was happy to hear this, but looked to the future, asking, "What do you want me to do this year?"

Amie is survived by her husband, Greg, and two teenaged sons, Alex and Jonathan. Donations in Amie's memory may be made to the Pan Mass Challenge, 77 4th Avenue, Needham, MA 02494, Attn: Amie White Team.

Passes for Boston-area museums

As a corporate member of several museums in Boston, IDG has a limited number of passes to employees, including those from other regions who are visiting. Employees may request up to four passes — or fewer depending on the level of availability — by sending an e-mail to Lauren McClain with their name and business unit address, or call her at 508-935-4465.

IDG's memberships include the New England Aquarium, Museum of Science, Children's Museum of Boston and the Museum of Fine Arts.

unsunghero

Benjamin Schischka

Portal Manager

IDG Tech Media

IDG Tech Media Content Management VP ***Markus Pilzweger*** *named Portal Manager* ***Benjamin Schischka*** *his team's Unsung Hero. "He is one of those guys who works silently in the background but is nevertheless tremendously important for daily business operations because, as a former editor, he knows everything about the editorial part and also has deep insights in analytics, search-engine optimization and many other tasks that keep our sites alive."*

Home

Munich, Germany

Primary job responsibilities

I find hot editorial topics based on data analysis. I use Google Trends and Google Adwords to find new longtail topics. Ubersuggest helps me find what people are searching for. For shorttail topics I mainly use spike.newswhip.com. With Webmaster Tools from Google I look for existing articles of ours that might perform better on Google after a little update. I also manage PC Welt's Facebook page. Besides posting articles there I answer peoples' questions, take part in discussions and review our Facebook clicks, likes and reach of postings. Those tasks help in finding new topics that work best for Facebook. Based on the numbers, our editors write some articles that are only meant for Facebook — with great success. I also monitor PCWelt.de traffic, checking it with Google Analytics and Outbrain, which shows traffic in real time. Based on the clicks I arrange the top articles on our front page and the order of articles in the newsletters we send every day. The optimal arrangement of the front page raises the click-through rate from about 45% to about 60%.

Three things I do in a day's work

- Analyze existing content and visitors.
- Look out for hot topics based on data.
- Publish Facebook posts for our audience.

What I love most about my job

I work with a great team. Their suggestions for offbeat solutions are very welcome.

IDG Tech Media Portal Manager ***Benjamin Schischka*** *joined the company in 2008 as a trainee editor.*

A hot-button issue that I'm dealing with

We recently changed to Google Analytics, and I'd like to become a very advanced user ASAP. Data-driven journalism has never been as important in our industry as it is today.

Latest accomplishment

There were some changes in our team in the last few months, but now things are working even more efficiently and cooperation with other sections is much smoother.

Career highlight

I joined a new team some time ago, going from the editorial office to content management. I not only learned new skills, but I got a second perspective.

Interests outside the office

Hiking, canoeing and curing meats.

What others can't tell just by looking at me

I can speak Japanese; I studied it in university and spent some time abroad. I've forgotten countless words, but it still helps for reading recipes, a little chitchat with Japanese friends and ordering dishes in a Japanese restaurant.

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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thanksto

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IDGWorldUpdate

EMPLOYEE NEWS AND INFORMATION

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Third annual DEW conference sees significant attendance jump

DEW
DIGITAL ENTERTAINMENT WORLD
FEBRUARY 9 - 11, 2016 | HYATT REGENCY CENTURY PLAZA
DEWEXPO.COM
10:50pm – 11:20pm | FIRESIDE CHAT / KEYNOTE
Logan Paul
Dan Weinstein
Studio71

The IDG World Expo-produced event, designed to showcase C-level thought leaders working at the intersection of technology and entertainment, saw a 20% rise in attendees over 2015.

SEE MORE ON PAGE 4

Also inside

One on one: U.S. Media Director of Business Operations Anthony Polcino talks about ad blocking

On the job: IDG U.K. Commercial Director Jules Kendrick

Unsung hero: IDC MEA Senior Research Manager George Kalebaila is this week's nominee.

SEE MORE ON PAGE 6

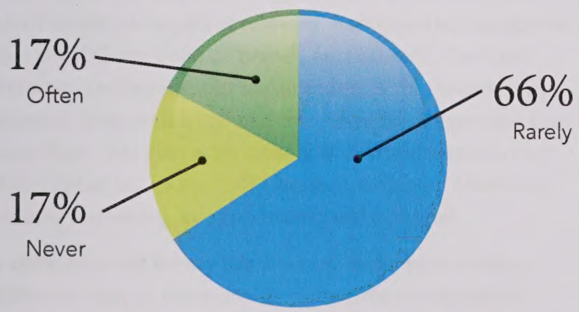
IDG SONAR
ACTIONABLE SALES INTELLIGENCE

Learn more about alliance marketing, account-based marketing and data-driven lead generation.

VIEW VIDEOS ON IDG CENTRAL

Question of the week results

How often do you shoot video on your phone?



Log on to www.idgcentral.com to vote on this week's question:

Should Apple build a "back door" to enable the FBI to access encrypted data on a terrorist's phone?

CLICK HERE

Tech & Marketing News from IDG

IDG Corporate Marketing's "Tech & Marketing News from IDG" newsletter aggregates top stories from tech and marketing news sites, including IDG sources. Topics include media, marketing, mobile, social video, the tech industry and press mentions about IDG and IDC. To get on the mailing list, sign up here.

Some recent selections include:

How The Drum diversified its revenue streams based on the needs of its audience (The Media Briefing)

Can marketing tech track the entire customer lifecycle? (CIO)

A Less-Disruptive Advertising Future (MediaPost)

Worldwide IT Spending Expected to Post Significant Slowdown in 2016, with China Set to Post its First-Ever Decline (IDC)

WhatsApp at 1 billion: How can journalists use the chat app for newsgathering? (First Draft News)

Job Spotlight

On the job: Commercial Director

The past few years have seen huge changes in the media space. These changes have resulted in the creation of new jobs with unfamiliar-sounding titles and the retooling of old jobs to incorporate new skills and ways of doing business. IDG World Update's occasional Job Spotlight series is designed to provide insight into what our colleagues are up to.

Name
Jules Kendrick, IDG U.K.

What a commercial director does My overarching role is to build and implement a successful commercial strategy to deliver relevant media, data and services solutions to businesses throughout the technology sector, build on IDG's position as leader in the market and ultimately deliver revenue growth for IDG U.K. It's my job to understand the technology market and how it's evolving and to ensure the solutions that IDG U.K. are offering the market are ahead of the curve. I run a team of six account directors and two sales support executives who look after clients and agencies and drive revenue for the business. Whether we hit our quarterly and yearly targets is my responsibility.

How does this job differ from that of publisher? Publishers are the custodians of their brands and are responsible for their financial security. Their role covers product development, editorial direction, marketing and the delivery of owned and operated events. As commercial director, I am responsible for driving revenue for IDG U.K. across all of our advertising, content, demand generation and event solutions.

The services I provide and who my customers are
My team sells relevant and often bespoke advertising and content solutions targeting relevant, hard-to-reach audiences across the IDG portfolio of brands and beyond. Our customers are a wide range of stakeholders within technology businesses large and small and the advertising agencies that service them. We also work closely with internal teams such as IDG Global Solutions, IDG Connect, Strategic Marketing Solutions, marketing, programmatic and editorial.

Key skills required for my job This job requires a number of different skills as there are so many different elements to the role. Leadership skills are clearly key when running a team — your team needs to trust you and believe in your vision for the team and the business. More specifically to the commercial director role, a history of driving revenue growth and market share is imperative, as well as the ability to build relationships both internally and externally. Listening is an underrated skill and very important in this job; you need to listen to and motivate your team members, as well as listen to clients to understand their needs and challenges to enable you to help address them. Organizational skills are key as you tend to have to juggle a lot, especially in a business like IDG where there are so many brands and solutions for clients to tap into.

DOMINIK TOMASZEWSKI

*Commercial Director **Jules Kendrick** is "responsible for driving revenue for IDG U.K. across all of our advertising, content, demand generation and event solutions."*

A typical day
I don't have a typical day, but perhaps a typical week! I start off the week in a sales huddle with the team reporting on last week's revenues, how we are pacing toward our quarterly target and what the big wins were across the team. It's a good way to get the team motivated and ready for a week of getting out into the market and pitching IDG. Mondays are spent with the individuals in my team discussing their clients and agencies and how they are building relationships, answering briefs, pitching proposals and, ultimately, driving revenues. The rest of the week involves internal meetings with other departments within the business unit to discuss our brands, our solutions, the delivery of those solutions and opportunities and challenges facing the business, as well as going out with my team to meet new and existing agencies and clients. Some weeks there is an event to attend, either one of our own or an industry event.

Best part of my job
I love running a sales team; you get to interact with different characters who are driven, passionate and enthusiastic.

Most challenging part of my job
You get pulled in lots of directions when you're in this role, so the most challenging part of the role at the moment is probably prioritizing everything.

What my colleagues would be surprised to learn about me
I nearly quit school at 16 to become a pro tennis player but changed my mind at the last minute and went to university instead. ■

OneonOne

Anthony Polcino

U.S. Media

The director of business operations, U.S. Media, is this week's columnist. Reach him at apolcino@idgcommunications.com.

> "There will always be ad blockers, and they are perfectly legal, so it's up to the publishers to build an ad experience that works for the user. However, the agencies and advertisers need to follow suit and stop pushing intrusive ads."

Q You are chairing one of IDG's newest Strategic Development Centers, which is focused on ad blocking. Can you tell us a little about this SDC?

A The SDC for Ad Blocking grew from the need for IDG to organize and consolidate our strategy regarding ad blocking worldwide. The SDC meets once a month and reviews current trends in the industry around ad blocking from the advertisers' and publishers' standpoint. It launched in December of 2015 and includes the following members: **Ujwal Trivedi** (U.S.), **Edmund Heider** (Germany), **Richard Bailey** (U.K.), **Patrick Kenney** (U.S.), **Jim Hutson** (U.S.), **Anders Engstrom** (Sweden), **Matt Goebel** (U.S.) and **Andrew Widjaja** (Australia).

Q What is the general state of ad blocking in the tech media/business media industry at present?

A In the tech media industry, we see typically around 20% to 30% of our users using ad blockers. We have a bit more than other verticals since our users tend to be more tech-savvy and "in the know" about ad blockers and how they work. When a user has an ad blocker installed on their browser and they visit our sites, they get an ad-free experience. The ads (called impressions) do not serve, so we have a user who is consuming content for free. This is a problem since we have costs associated with producing our content so we essentially lose money.

Q What are the IAB's LEAN principles, and what, if anything, is IDG doing to comply with them?

A LEAN ads are the IAB's way of answering ad blocking. The IAB admitted that they made a mistake when they focused on bigger and more intrusive ads (like the Rising Star ads) instead of focusing on the user experience. The result of more, bigger ads on a page led to ad blocking. LEAN ads — Light, Encrypted, Ad choice-supported, Non-invasive ads — are guidelines the IAB is pushing advertisers to create and publishers to adhere to so we can improve the user experience on our pages. Currently, IDG is working closely with the IAB, and we have included LEAN ads in our specs for interested advertisers. We can certainly run them now as they are much easier to implement on our sites, but time will tell if the advertisers and agencies will adhere to LEAN.

Q Can you talk a little about the issue of viewable ads vs. ads that provide a less intrusive user experience?

A Viewability does play a big part in this as a larger ad takes up more screen space and therefore has a higher probability of being viewable. Users are blocking ads that are large, so we have to find the happy medium between ads that are user-friendly but also pleasing advertisers who are expecting high viewability. We are working closely with the sales organizations at IDG to find that medium.

Q How big of a problem is ad blocking for IDG at present? What impact does it have on our ability to guarantee views?

A Between 20% to 30% of our users have ad blocker installed, which means that 20% to 30% of our available ad inventory cannot be monetized. It hurts our business since we cannot serve them ads, however, it also hurts our business to lose visitors who are unhappy with the ad experience they are getting.

Q Besides adhering to LEAN principles, are there other ways to combat ad blocking?

A We are working with a few vendors to measure ad blocking on our sites so we have the data we need to make informed decisions. We are also conducting several site tests with messaging to certain users with ad blockers turned on asking them to white list us. We might attempt blocking content from users who have ad blocking on, but the most important thing is to not decrease our audience and nothing decreases audience like blocking content due to ad blockers.

Q Are you optimistic that this issue will be resolved in a way that preserves the "free Internet" or do you see this issue ultimately changing the current publishing paradigm?

A I believe that this will change the way that advertisers and publishers do business with each other. The current model of ignoring user experience just does not work and got the industry to where it is now. There will always be ad blockers, and they are perfectly legal, so it's up to the publishers to build an ad experience that works for the user. However, the agencies and advertisers need to follow suit and stop pushing intrusive ads. Hopefully the IAB can help in this.

continued on page 4

Third annual DEW conference sees significant jump in attendance

The third annual Digital Entertainment World (DEW) saw attendance jump 20% over last year's edition, drawing more than 1,800 global media and technology executives to Los Angeles for its three-day run Feb. 9-11. With an agenda designed to showcase C-level thought leaders working at the intersection of technology and entertainment, DEW featured more than 100 sessions organized into four industry-specific tracks: Video/TV/Movies, Brands/Advertising, Games/Interactive, Music/Rights.

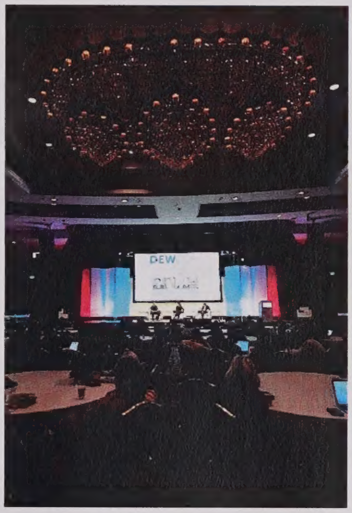
"DEW brings together leading industry executives from video, music, games and publishing — the entire digital content ecosystem," said **Mariella Ley**, associate show director/general manager DEW. "DEW is the place where content creators and owners, technology providers, digital distributors and device manufacturers connect and create the infrastructure and technology partnerships necessary to monetize digital content."

More than 250 speakers representing companies as diverse as PepsiCo, GoPro, Bento Box, Activision Blizzard, 20th Century FOX, Microsoft, Astronauts Wanted, Awesomeness TV, Twitter, Sony Pictures and many more participated in a range of panel discussions, presentations and keynotes. Discussions covered the future of content monetization, the emergence of virtual reality and the monetization challenges and opportunities faced by the target audience.

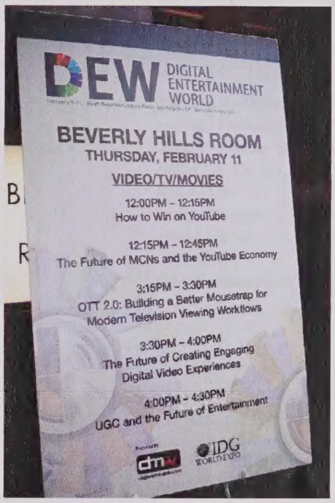
The conference concluded with the announcement of the winner of the DEW Startup Competition, in which 12 startup companies competed for a prize package valued at $50,000. Each finalist was given eight minutes to pitch its product and then answer questions posed by a panel of judges from venture capital and investment firms, including **Pat Kenealy**, managing director and co-founder of IDG Ventures. Included in the prize package presented to winner John Erlichman, CEO of Parachute TV, was one year of free premium hosting service on Rackspace; an exhibitor package and four all-access registrations for DEW; a two-hour consultation with senior partners at IDG Ventures; a marketing services packages from Digital Media Wire; and legal services from Baker & Hostetler.

DEW is jointly owned and produced by IDG World Expo and Digital Media Wire, a specialized media and marketing company that also produces small-scale B2B conferences and events in the video, games, music and publishing markets.

For more information visit the DEW website or contact Mariella Ley. ■



DEW DIGITAL ENTERTAINMENT WORLD


DEW DIGITAL ENTERTAINMENT WORLD
BEVERLY HILLS ROOM
THURSDAY, FEBRUARY 11
VIDEO/TV/MOVIES
12:00PM – 12:15PM
How to Win on YouTube
12:15PM – 12:45PM
The Future of MCNs and the YouTube Economy
3:15PM – 3:30PM
OTT 2.0: Building a Better Mousetrap for Modern Television Viewing Workflows
3:30PM – 4:00PM
The Future of Creating Engaging Digital Video Experiences
4:00PM – 4:30PM
UGC and the Future of Entertainment
dmw
IDG WORLD EXPO

continued from page 3

One on one

Q What do you think of Wired's decision to offer an ad-free version of its site for $3.99/month?

A There are a few sites that are doing this, and I'm not sure if it's the best idea since most people can get content anywhere. We typically don't see super-audience users anymore, that is, someone who only gets their news from one site. In the case of Wired, there are many sites that are similar (and better, like PCWorld!) that a user can go to. I'm sure much financial analysis was done to make sure Wired wasn't losing money with their $3.99 monthly deal, but I feel there is more revenue with ads. ■

noteworthypeople

Promotions

Deans

U.S. Media Digital Media Strategist **Trevor Deans** has been promoted to senior strategist, Digital Media. "Trevor started at IDG in December 2013 as an intern working on the CSMB sites. He was hired full time as a digital media coordinator and was then quickly promoted to digital media specialist," said U.S. Media Director of Business Operations **Anthony Polcino**. "While focusing on CSMB campaigns, Trevor also handles an IDG TechNetwork territory and audience buying. He has taken on additional projects such as helping shape the company's viewability protocols. In his new role, Trevor will be instrumental in the optimization strategy of our campaigns while continuing to assist me in viewability projects on the CSMB sites." tdeans@idgcommunications.com

Kinnier

U.S. Media Digital Ad Operations Specialist **Chris Kinnier** is now senior strategist, Digital Media. "Chris joined IDG in July 2013 as an ad operations specialist," Polcino said. "He has worked with the IDGE team in executing campaigns on our Enterprise sites. He recently started working on TechNet campaigns as well while honing his audience-buying skills. Chris has done a tremendous job managing his territories and is always quick to offer to take on more responsibilities. In his new role, Chris will help mold the company audience-buying strategy while focusing on the optimization of his campaigns." ckinnier@idgcommunications.com

New employees

Frick

Ed Frick joins **IDG TechNetwork** as an account manager. Previously advertising operations manager for the Midwest and New York City with Purch, he will be managing the New York and Southeast territories for TechNet and working on pre- and post-sale processes including optimizations, forecasting, pacing and client relations. He earned a B.A. in media communication from Lycoming College in Williamsport, PA, and enjoys fresh and saltwater fishing, collecting tropical fish, golf and following the New York Rangers, Knicks and Giants. edward_frick@idgtechnet.com

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

29
Mark Sullivan *IDC*

26
Patricia Smith *IDG International Publishing Services*

19
Christine Jarmul *IDC*

18
Rachele Basanisi *IDC Italy*
Beth Ramistella *U.S. Media*
Bronwen Cleary *IDC*

17
Karim Bahloul *IDC France*
Ernesto Cordero *IDG Corporate Services Group*

16
Jesper Landén *IDG Sweden*
Todd Hall *IDG Corporate Services Group*

13
Sandra Harrington *IDC*

11
Ashley Gilliam *IDC*

10
Diana Gill *IDC U.K.*
Dave Gradijan *U.S. Media*

9
Lisa Jacques *IDC*
Brad McBride *IT World Canada*
Paolo Del Nibletto *IT World Canada*
Penny Gianniotis *IT World Canada*
Guarav Sabharwal *IDC META*

5
Briony Rowe *IDG Global Solutions*
Brooke Giroux *IDG Connect*
Mike Gormley *U.S. Media*

4
Tomas Norrman *IDG Sweden*
Glenn Coombe *IDG Global Solutions*
Chris Martin *IDG U.K.*

3
Martin Veitch *IDG Global Solutions*
Ashraf El Ghazzawi *IDC META*
Konstantinos Tolikas *IDC CEMA*

2
Kate Senie *IDG Strategic Marketing Services*
Alan Webber *IDC*

1
Pamela Castillo *IDC Chile*
Andoni Palomino *IDC Mexico*
Juha Videman *IDG Sweden*
Rima Pir *IDC U.K.*
Ryan Stott *IDC U.K.*
Holly Morgan *IDG Australia*
Josh London *IDG Corporate Marketing*
Gerald McLean *U.S. Media*

Send Noteworthy information regarding promotions, new employees and transfers to world_update@idg.com.

Take advantage of external training resources

IDG Training & Development partners with several external companies that employees can connect with to build their skill sets. The first four are available for employees worldwide.

One other, Dale Carnegie's Carnegie Cloud, is for U.S. employees only. Go to IDG Central's Training page for more details.

Lynda.com (on-demand, virtual sessions): A leading online learning company that helps anyone learn business, software, technology and creative skills to achieve personal and professional goals. Topics include: Microsoft Office, Adobe Photoshop, Flash, HTML, CSS and Illustrator.

Skillsoft Leadership Advantage (on-demand and live, virtual sessions): A targeted leadership development solution leveraging multiple modes of instruction, including text, video and interactive activities to keep the learning quick, easy to understand and engaging. Topics include: Strategic Thinking and Negotiating.

Poynter's News University (on-demand and live, virtual sessions): One of the world's most innovative online journalism and media training programs, which offers self-directed courses, group seminars, and webinars, covering subjects from multimedia techniques, to witing, reporting and beyond. Courses include: Writing Headlines for Digital and Mobile Media and You Are What You Tweet.

Code School (on-demand sessions): An online learning destination for existing and aspiring developers, which combines gaming mechanics with video instruction and in-browser coding challenges. Topics include: Ruby, JavaScript, HTML/CSS, iOS and Git.

unsunghero

George Kalebaila

Senior Research Manager

IDC MEA

*IDC Middle East, Turkey and Africa Associate Vice President: Sub-Saharan Africa **Mark Walker** named IDC MEA Senior Research Manager, Telecoms and Media **George Kalebaila** his team's Unsung Hero. "George is focused, knowledgeable and has great customer presence," he said. "He also expertly navigates internal and external relationships to get the job done to expectation every time. Furthermore, he is a team player who looks for ways to empower and grow those around him."*

Home
Johannesburg, South Africa

Title
Senior Research Manager, Telecoms and Media

Primary job responsibilities
I lead Telecoms research in Africa, which includes custom consulting projects, thought leadership and business development.

Three things I do in a day's work
- Coordinate various custom consulting projects.
- Support business development activities proposals and customer meetings.
- Scan key industry developments and provide IDC's opinion on how the developments are going to shape and affect the industry.

What I love most about my job
Our clients look to IDC to help them make key decisions with the insights and data we provide. It is really sobering and satisfying to see the confidence and trust that our clients have in our work. Therefore, conducting client workshops, presenting at client events and IDC events gives me a lot of satisfaction.

A hot-button issue that I'm dealing with
The Internet of Things (IoT) is coming up a lot in our discussions with clients, and many operators and vendors in the region are looking to IDC to provide direction and insights. IoT has the potential to help Africa solve some of its unique challenges and deliver business value for our clients. We have organized the first IoT event in South Africa on Feb. 18 to this effect with interesting themes that will help demystify IoT and show the business and transformational value of IoT applications. I will be delivering the keynote at this event.

*IDC MEA Senior Research Manager **George Kalebaila** joined the company in September 2014.*

Latest accomplishment
Deepening the relationship with one of our key clients leading to multiple projects in the past year.

Career highlight
Helping a consortium successively bid for assets of the incumbent telco in Nigeria.

Interests outside the office
I'm an avid soccer fan; I support Arsenal in the English Premier League (I hope we win the league this year – I'm "holding thumbs," as we say here). I follow Formula 1 racing and tennis. Most of all, spending time with my family, especially watching my son's under-9 soccer team at his school.

What others can't tell just by looking at me
That I'm into poetry — I write my own poems that I intend to publish someday — and that I'm not that bad at photography.

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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thanksto

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George Kalebaila *IDC MEA*
Jules Kendrick *IDG U.K.*
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Anthony Polcino *U.S. Media*
Mark Walker *IDC Middle East, Turkey and Africa*

IDG World Update

EMPLOYEE NEWS AND INFORMATION

15 FEBRUARY 2016 | VOLUME 46, NUMBER 8 | WWW.IDGCENTRAL.COM

ONE ON ONE - *page 3* | NEWS - *page 4-5* | ANNIVERSARIES - *page 7* | CELEBRATING 20 - *page 8*

Business units share "comtent" and third-party revenue deals

Held in London, the first in-person meeting of the newly formed Strategic Development Center looked at new ways to monetize content and current partnership opportunities with Amazon and other companies.

SEE MORE ON PAGE 4

Also inside

IDG Poland's ongoing workshop series drives revenue, solidifies reputation

One on one: IDG News Service EIC Marc Ferranti

Taste IT brings together IDC Austria clients, prospects

On the job: Group Operations Manager Amy Kelley of IDC Framingham.

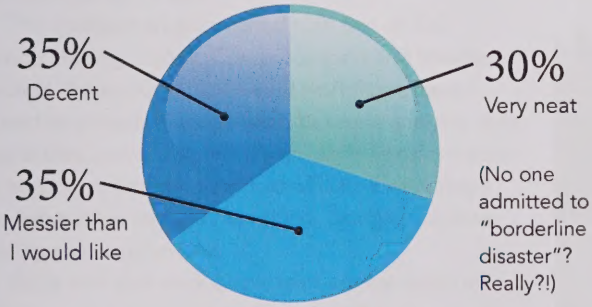
SEE MORE ON PAGE 6

Celebrating 20: Network World Executive Features Editor Neal Weinberg travels to Aruba.

SEE MORE ON PAGE 8

Question of the week results

How would you describe your personal work space?



(No one admitted to "borderline disaster"? Really?!)

Log on to www.idgcentral.com to vote on this week's question:

How often do you shoot video with your phone?

CLICK HERE

Tech & Marketing News from IDG

IDG Corporate Marketing's "Tech & Marketing News from IDG" newsletter aggregates top stories from tech and marketing news sites, including IDG sources. Topics include media, marketing, mobile, social video, the tech industry and press mentions about IDG and IDC. To get on the mailing list, sign up here.

Some recent selections include:

TechTarget Inc Releases Quarterly Earnings Results, Misses Estimates By $0.01 EPS (Financial Market News)

Mobile users may be as valuable to advertisers as desktop, Facebook results (Poynter)

Has Out-Stream Video Come of Age? (AdExchanger)

Microsoft's Surface is the lone bright spot in a poor tablet market (Network World)

With Accelerated Mobile Pages Coming This Month, Google Aims to Reinvent the Mobile Web (AdAge)

50 blogs by journalists, for journalists 2016 (Journalism.co.uk)

IDG Poland's ongoing workshop series drives revenue, solidifies reputation

Educational workshops are an integral part of IDG Poland's strategy in the local market, providing a steady revenue stream as well as helping to establish IDG Poland as a go-to resource for its target audience and solidifying ties with a growing cadre of industry experts.

Launched in 2009, for the past two years the workshops have been managed by IDG Poland Project Manager **Katarzyna Kania**. "Our workshops are paid training opportunities that focus on a wide range of current topics connected to IT," she explained. "They generally focus on a single topic and are meant to enhance participants' skills in that area."

In FY15 the company organized 40 workshops that were attended by six to 30 participants each. Participants pay between 250 and 500 euros (US$280 to $564) depending on the topic and length of the workshop. The workshops are taught by industry experts recruited by Kania and paid on a commission based on each session's attendance revenue. "This provides an extra motivation for our workshop leaders to both prepare excellent programs and promote their sessions to their own business networks," Kania explained, adding "it gives us flexibility with costs as well and ensures that our workshops remain profitable regardless of the number of participants."

The target audience runs the gamut of users from IT managers, specialists and CIOs to lawyers and other professionals working in an IT environment and CEOs of IT companies, Kania said.

The conferences are aligned with two of IDG Poland's leading brands: Computerworld and Internet Standard. Recent Computerworld workshops have focused on project management, business analysis, data visualization, user-centered design, agile transformation and copyright. Internet Standard-affiliated workshops have focused on content marketing, Google Adwords, usability and social media.

Kania said that workshop topics are the result of both research it conducts among its audiences as well as asking its experts to pitch workshop ideas. "We have found that the best way to see if a topic resonates with our audience is to launch a landing page describing the proposed workshop and key focuses of learning and see who signs up," she said.

Members of IDG Poland's Conference Department (l-r): ***Aleksandra Zygarska****, project manager;* ***Magdalena Szczodroska****; project manager;* ***Sebastian Watras****, business media conference director;* ***Katarzyna Kania****, project manager; and* ***Łukasz Grabczyski****, project manager.*

"We used to run workshops that we thought would be popular and interesting, and we sometimes had to cancel them because of the lack of participants." The opposite has also been true. "We ran some that we weren't sure would attract participants, and they were very successful. So we find putting up a landing page to gauge interest before we fully commit, allows us to easily cancel with no cost," she said.

A list of IDG Poland's upcoming workshops is available here. For more information, contact Katarzyna Kania. ■

IDG Poland's workshops typically attract audiences that range from six to 30 participants.

OneonOne

Marc Ferranti

IDG News Service

Ferranti was recently named editor-in chief at the IDG News Service, moving up from his previous role as executive editor of the group. He first joined IDGNS as Paris bureau chief in 1993 before returning to the U.S. and serving as news editor based in New York. Reach him at marc_ferranti@idg.com.

> "We have reworked our beat structure so that we are focused on the topics currently of most interest including security, cloud implementation, enterprise applications, big data, Internet of Things, digital transformation, and, of course, Microsoft, which never seems to get old for our readers."

Q The IDG News Service was restructured at the end of the last fiscal year. Can you describe how the scope of your mission has changed as a result?

A As many groups around IDG have done, we had to make some hard decisions at the end of the last fiscal year to bring our expense budget into line with the needs of the business. We closed some international bureaus, most notably in Asia, and eliminated some staff positions in the U.S. In restructuring, our aim was to focus on where our customers, the editors of IDG publications, were deriving the most value from our service. We stayed invested in coverage of enterprise technology and IT security, in particular, while looking for more opportunities to collaborate with the U.S. Media group, which is already delivering lots of coverage of consumer technologies to the wire that we can share with IDG brands worldwide. While our international staff is smaller, we maintained sufficient personnel around the globe so that we are able to staff the news desk 24 hours during the workweek, from 9 a.m. in Australia on Monday morning through 5 p.m. in San Francisco on Friday afternoon. That's not to say that we won't notice if something big happens on a weekend and do our best to jump in with breaking news coverage.

Q Where are bureaus and staff located now?

A We have four people stationed outside the U.S.: editors **Peter Sayer** in Paris and **John Ribeiro** in Bangalore, India; and correspondents **Jeremy Kirk** in Sydney, Australia, and **Lucian Constantin** in Iasi, Romania; and I am based in New York along with U.S. Correspondent **Agam Shah**. Correspondent **Katherine Noyes** is in the middle of the country in Arkansas, and Senior Editor **Grant Gross** is based in Washington, D.C. Our largest bureau, in San Francisco, is home to News Editor **James Niccolai**, Video Manager **Martyn Williams** and correspondents **Stephen Lawson** and **Blair Hanley Frank**. We have an open position for a video producer in San Francisco, which we hope to fill shortly.

Q How do you stay in touch with what your editorial customers need?

A Directly after our reorganization, we undertook a comprehensive program of one-to-one outreach with our editorial customers to ensure that we understood their needs and were putting in place the best structure to serve them. During the first quarter of this fiscal year, we had phone conversations, in-person meetings and some in-country visits during which we asked editors what coverage topics were most important to them, what kinds of stories were the most popular with their readers and how they used multimedia assets we create such as photographs and videos.

To help keep the lines of communication open on an ongoing basis, we have also begun sending a weekly email to editors and reporters at IDG, informing them about plans for coverage in the week ahead, big events and trade shows on the horizon and other updates on our service. We've received positive feedback from editors who find the information useful, and we're hopeful that it increases utilization of IDGNS content.

Q How has the content on the IDG News Service changed to reflect changing customer needs?

A What we've heard most clearly from editors is that traditional product news does not drive much engagement with readers, but more analytical coverage that provides context on events is popular. So, we're doing less of the former and more of the latter, naturally.

We have also reworked our beat structure so that we are focused on the topics currently of most interest, including (but not limited to) security, cloud implementation, enterprise applications, big data, Internet of Things, digital transformation, and, of course, Microsoft, which never seems to get old for our readers.

Q What are some of the specific new initiatives that you are undertaking?

A We're looking at how we can add value when major stories are trending and provide more content that lets IDG sites capture increased traffic. We'll still be fast with that initial breaking news story, but then we'll move to pieces that offer explanation and context, which often have a longer lifespan online. For example, "5 things you need to know about X," or question-and-answer backgrounders will capture search traffic when a particular topic is in the news.

We're also looking into how we might create more charts, as [IDG Communications Worldwide CEO] **Michael Friedenberg** recently pointed out how successful sites like Quartz.com have been at driving traffic to graphic explainers. Quartz has

continued on page 7

Business units share commercial content, third-party revenue strategies

Newly formed Strategic Development Center explores partnership opportunities with Amazon and other companies

The Commercial Content & Third Party Revenues Strategic Development Center (SDC) held its inaugural face-to-face meeting at the start of February in London, with staff from the U.K., U.S., Germany, Sweden and the Netherlands getting together for an intensive two-day summit.

The first day's agenda looked at the wide range of third-party revenues coming in to each of the IDG business units from sources such as native and contextual advertising to page skins, performance marketing and retargeting.

"It seems there is a new potential partnership around every corner," said SDC lead and IDG U.K. Publishing Director **Simon Jary**, "and meetings such as this help us identify and share these opportunities in the quickest possible way." (Read more about several IDG U.K. third-party partnerships here.)

Participants discussed partnerships that could be shared, with Vibrant Media, one of several partners invited to the meeting, being a recent success. After working with the U.K., Vibrant is now earning money for IDG Sweden and IDG Spain from a large EU Epson campaign based on desktop and mobile in-text and in-image ads. It's possible that the U.S. will also now plug in to get some of the action via its European traffic.

Other partners recommended as potential sources of income included Widespace, Unruly and Skimlinks. It was interesting that some partners work well for some countries yet fail in others, Jary noted, but the attendees agreed that business units should at least try out partners that have had success with IDG elsewhere.

Gregg Pinsky, SVP/IDG Digital Media Group, recommended integrating partners into editorial newsletters for personification (SailThru) and monetization (Live Intent).

The second day was devoted to commercial content ("com-tent"), based around price comparison and affiliate revenue opportunities. IDG U.K. saw such revenues more than triple in Q1, and so there was much interest in sharing best practices to grow this income even higher in all business units.

Two Amazon publisher account directors presented new initiatives that the online retailer is pushing in 2016, such as subtags to show which article pages drive the most affiliate revenue as well as

continued on page 5

Staff from five IDG business units attended the commercial content meeting (l-r): ***Jesper Landen****, publishing director, Sweden;* ***Richard Bailey****, head of European Ad Ops, U.K.;* ***Matt Egan****, editorial director, U.K.;* ***Neil Bennett****, head of Experience Design. U.K.;* ***Ole Evers****, business development director, Germany;* ***Christian Löbering****, online editor-in-chief, Germany;* ***Simon Jary****, publishing director, U.K.;* ***Lina Vikman****, head of Display, Sweden;* ***Marc Ferranti****, editor-in-chief, IDG News Service;* ***Markus Pilzweger****, VP/Portal Management, Germany;* ***Ashleigh Allsopp****, engagement editor, U.K.;* ***David Nguyen****, manager, Programmatic Yield & Performance, Germany;* ***Mikael Lindkvist****, editor-in-chief, Sweden;* ***Gregg Pinsky****, SVP, IDG Digital Media Group, U.S.;* ***Bill Rigby****, VP Business Development, IDG Digital Media Group, U.S.;* ***Duane Thompson****, head of Programmatic & Data, U.K. Not in picture:* ***Maurice Otte****, manager, Ad & Data Operations, Netherlands.*

continued from page 4

Revenue strategies

showcasing other publishers' best practices, including examples from Gawker Media's Kinja Deals and Immediate Media.

As Golden Partners for Amazon, IDG U.K. and Germany get to test out Amazon's beta tools and services ahead of other publishers, and following this meeting the SDC hopes that Amazon and all IDG business units can work together more closely. For example, IDG Sweden will soon experiment with sending its readers to the new English-language version of Amazon's German retail site. While Amazon's retail site in Sweden is still in its early stages Amazon recognizes that Swedish readers are buying from its German store, so created an English-language version as that is spoken by most Swedes.

> "Every time we meet we ride back home with a bucket full of extremely valuable tips, potential new partners and new things to try on our own websites."
>
> *Markus Pilzweger*

IDG Germany Business Development Manager **Ole Evers** gave an overview of his recently brokered Preferred Partnership deal with Amazon, in which the retailer allows IDG Germany easy access to any products sold by Amazon and showed off his explanatory complex rates graphs. (See story in IDG World Update.) Other IDG business units are encouraged to contact their local Amazon partners about these kinds of opportunities.

Bill Rigby, VP Business Development for U.S. Media's Digital Media Group, shared its recent success in reinvigorating an affiliate partnership between Apple and Macworld. In the middle of last year Apple withdrew from affiliate schemes run by the likes of Skimlinks and Viglink, and so to tap back into Apple sales should mean a big deal in terms of tech affiliate revenues, Jary noted.

IDG U.K. Editorial Director **Matt Egan** led a discussion on rules and strategies to protect non-commercial content while pushing commercial-style stories, and U.K. Head of Experience Design **Neil Bennett** talked the group through the user experience-related challenges of affiliate-based editorial, and the results of recent A/B testing. Engagement Editor **Ashleigh Allsopp** presented the many different ways that IDG U.K. monetizes content with case studies of successful comtent types.

The day ended with another partner pitch from Skimlinks, which monetizes existing external links to retailers and has worked with IDG U.K. and IDG Sweden.

Jary said he was pleased with the level of participation and knowledge sharing during the two-day workshop. "We've held similar meetings between the U.K., Germany and Sweden for a couple of years, so it was great to get together with IDG U.S. and start sharing monetization opportunities on a more global scale. Performance marketing is growing rapidly as a major revenue source, and IDG needs to be at the forefront of this growth."

"There is nothing more helpful to get problems solved and difficult decisions made than a focused exchange with colleagues on a personal level," Evers said. "I can only encourage other IDG countries to participate in future meetings."

IDG Germany **Markus Pilzweger**, VP Portal Management, added: "Every time we meet we ride back home with a bucket full of extremely valuable tips, potential new partners and new things to try on our own websites. These meetings are extremely important to leverage the collaboration between different countries to a new level."

"In many countries the monetization of B2C websites will be mostly driven by commercial content, native advertising and content-based SMS, said PCWelt and MacWelt Editor-in-chief **Christian Löbering**. "Since all of these rely on the key capabilities of editorial in terms of audience reach and appeal, meetings like this are key for sharing best practices and mindsets."

"It was great to get together and learn what has worked and — more importantly — what hasn't," Pinsky added. "The timing couldn't have been more perfect as we are undergoing a big commerce project in the U.S., and learning about best practices will be sure to help make the project a huge success."

Write to Simon Jary. ■

Taste IT brings together IDC Austria clients, prospects

*Several IDC Austria employees mingled during the wine tasting (l-r): Senior Research Analyst **Julia Neuschmid**, Senior Account Manager **Gerald Giefing** and Country Manager **Rainer Kaltenbrunner**.*

Always looking for new ways to connect with current clients as well as prospects, IDC Austria has been hosting Taste IT events for IT vendors since December 2014.

The evening marketing event, free to attendees, is jointly organized with two partners, the Austrian Business Agency and the Austrian Computer Society, who arrange for the venue. Following two or three brief presentations, the audience listens to a wine connoisseur guide them through a tasting for about 30 minutes and then enjoys some networking time.

Last month, more than 30 people, including IDC staff and partners, attended the fourth Taste IT event in Vienna. Country Manager **Rainer Kaltenbrunner** presented highlights from IDC's Predictions 2016 and a representative from the Institute of Technology Assessment spoke about credit scoring.

Write to IDC Austria Conference Manager Kerstin Müller. ■

Job Spotlight

On the job: Group Operations Manager

The past few years have seen huge changes in the media space. These changes have resulted in the creation of new jobs with unfamiliar-sounding titles and the retooling of old jobs to incorporate new skills and ways of doing business. IDG World Update's occasional Job Spotlight series is designed to provide insight into what our colleagues are up to.

Name
Amy Kelley

Title
Group operations manager, Enterprise Platforms and Network Infrastructure Groups, at IDC Framingham

What a group operations manager does
I provide direct support to **Matthew Eastwood**, SVP of Enterprise Infrastructure and Datacenter and his teams, consisting of Storage, Server, Network Infrastructure and Services. The group numbers about 40 analysts in total. Among many other things, I schedule client and prospect meetings, help generate leads for sales qualification, manage the client interactions process, forecast document deadlines, provide reports to help the managers and the analysts track their business (weekly bookings reports, updating the monthly list of current accounts reports), support the product managers, product marketing and research analysts, schedule onsite and offsite summit meetings and provide guidance to new hires.

The services I provide and who my customers are
I provide support in all capacities for my analysts, sales and key vendor clients.

Key skills required for my job
You have to really get to know your customer base and, more specifically, the IDC analysts who you are supporting as well as the areas of their research coverage. It really helps to have an understanding of both of these when you are speaking to customers or receiving requests from clients who are looking to meet with the appropriate analyst so you can point them in the right direction.

A typical day
When I arrive and log in I scan my email for any urgent issues or time-sensitive requests from clients and analysts and then start to prioritize my day. I'm available for on-demand requests from analysts, clients and sales, and I try to keep up with the heavy volume of requests each day. It's a fast-paced environment, and I always feel like there's never enough time during the day to finish my job.

Best part of my job
The people, our customers and the flexibility to work from home if I need to (I'm always available to the analysts through the proper channels — mobile phone, email or Lync — if they need to reach me). I support a large group, and I really enjoy that. I have a wonderful manager and a great team of analysts. I'm always learning something new about the industry.

CATHY KELLY

*Group Operations Manager **Amy Kelley** joined IDC in 1998.*

Most challenging part of my job
The most challenging part of my job would be trying to keep up with the technology and the analyst research coverage areas, in addition to all of the products we offer.

Why and how I got involved in this career
I was working for a doctor's office at Newton Wellesley Hospital, and at the time he did not provide medical insurance, and I really needed health benefits. A friend of mine called me about an administrative position role supporting IDC's Software Group. I had an interview with one of my former managers (who is still here) and was offered the position the following day. It was a good move on my part.

Recent accomplishments
I've received four IDC Excellence Awards for Team Player, Client Service (twice) and Collaboration since 2010. It's a wonderful feeling to be recognized at a company meeting.

Interests outside the office
I enjoy cooking, attending my seven-year-old daughter's hockey games, going to the movies and spending time with my family. ■

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

30
Linda Gorgone *U.S. Media*

29
Penny Stevens *IDG Accounting*

22
Jennifer Cooke *IDC*

18
Peter Bradley *IDG Global Solutions*

17
Iseult Bottoni *IDC U.K.*

16
David Reinsel *IDC*

15
Ken Mingis *U.S. Media*
Laurie Horn *IDC*
Kirk Mitchener *IDC*

13
Daniel Boehmke *IDC*
Anne Stevenson *IDC*

12
Edward Kozaryn *IDG Accounting*

11
Adrian Black *IDG U.K.*

10
Diego Anesini *IDC Argentina*

9
Jeffrey Janukowicz *IDC*
Gard Little *IDC*

8
Lilianne Lima *IDC Brazil*
Jessica Martinez *IDC Mexico*

7
Mara Barbero *IDC Italy*
Giorgio Michelетti *IDC Italy*
Oleg Sidorkin *IDC CEMA*

6
Julia Talevski ***IDG Australia***
Colin Browning *IDG Strategic Marketing Services*
Irina Zvagelsky *IDC*

4
Kristina Lindquist *IDG Sweden*
Jim Martin *IDG U.K.*
Melih Murat *IDC Turkey*

2
Aline Lima *IDC Brazil*
Vanessa Luciani *IDC Brazil*
Wellington La Falce *IDC Brazil*

1
Isak Petrén *IDG Sweden*
Francisco Almeida *IDC U.K.*
Spencer Kionne *CIO Executive Council*
Leah Bottone *U.S. Media*
Andrew LeClair *IDC*
John Santagate, Jr. *IDC*

noteworthypeople

New employees

Pepper

Previously a research analyst with FUSE Research Network, **Max Pepper** joins **IDC Framingham**'s Imaging, Printing and Document Solutions team as a research analyst. He holds a B.A. in economics and history from Brandeis University in Waltham, Mass., and enjoys movies, trivia nights and exploring Boston. mpepper@idc.com

IDC Indonesia has hired **David Saputra** as a research manager; he is charged with determining and predicting the current client devices market trends by tracking data of all local and multinational local client devices vendors actively running operations in Indonesia. He has more than eight years of working experience in the information technology, services and consulting industry and is a graduate of Indonesia's Bina Nusantara University where he studied information technology. dsaputra@idc.com

New at **IDC Korea** is Associate Market Analyst **Eunae Jo**; she will be covering the scanner, consumer printer and 3D printer market. She was previously a research assistant for the National Research Foundation at Korea's Chungbuk National University from which she received a B.S. in business. ejo@idc.com

Returning employees

Thomas

Most recently a regional sales director for Virtual Armor, **Matt Thomas** returns to his previous role at **IDC** as senior account executive for the Central region. Based in Colorado, he holds a B.A. in economics from the University of Northern Colorado in Greeley, Colo., and enjoys camping, golf and spending time with his wife and their four dogs. mthomas@idc.com

Gross

Most recently a freelance editor and writer covering privacy and security policy, **Grant Gross** returns to the **IDG News Service** as a senior editor; he was previously the News Service's Washington, D.C., correspondent for nearly 13 years. He holds a B.A. in journalism and political science from the University of North Dakota and is a "struggling" guitar player, PC gamer and a coach for his son's Little League team. grant_gross@idg.com

continued from page 3

One on one

open-sourced a charting tool that we're playing with, and we'll look at the tool used by U.S. Media.

Q Will IDG News Service continue to produce video?

A Yes, Martyn Williams in San Francisco was recently named leader of that effort. He plans to hire a producer to work with him locally and also be part of our team in covering major events such as Mobile World Congress, IFA and CES. We feel that it's important to continue producing video content that has a strong journalistic voice and perspective. We've also seen that the "mobile-social" videos we've produced, which are short pieces overlaid with text that are very easy for international business units to localize, are popular and helping drive engagement on IDG sites' social media pages.

> Our fundamental goal has always been to provide the highest quality content to give IDG publications and websites worldwide a competitive edge.

Q You've been with IDGNS for many years and are now taking on the top leadership role. What are your hopes for the group?

A Our fundamental goal has always been to provide the highest quality content — which nowadays includes text stories, images and video — to give IDG publications and websites worldwide a competitive edge. I believe we have done that and my goal is to make sure we continue to set our sights high. What can change from year to year are the topics we emphasize, the form our content takes and the way it's delivered. I hope to maintain close contact with IDG editors and stay nimble enough to make sure the News Service continues to meet their needs in an ever-evolving market — that's what makes this job challenging and fun! ■

celebrating20

Neal Weinberg

Executive Features Editor

Network World

Employees who celebrate two decades of service to the company are recognized with a very special gift from IDG: a 20th anniversary trip to the destination of their choice. Neal Weinberg of U.S. Media's Network World traveled to Aruba last December.

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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thanksto

The editors of IDG World Update would like to thank the following people who assisted with this issue:

Marc Ferranti *IDG News Service*
Simon Jary *IDG U.K.*
Katarzyna Kania *IDG Poland*
Amy Kelley *IDC*
Kerstin Müller *IDC Austria*
Sebastian Watras *IDG Poland*
Neal Weinberg *U.S. Media*

Joined IDG

December 1994

Career path

Started at Computerworld as a reporter, then assistant news editor. Moved to Network World in 1996 as a feature writer, then features editor and now executive features editor. I'm in charge of all Network World product reviews, feature stories and Insider pieces.

Travel partner

My wife, Judy.

Why I chose this trip

My wife and I wanted to go somewhere tropical and lie on a beach. Our criteria for this trip was: no tours, no packing and unpacking, no sightseeing, no biking, hiking, diving or anything involving exertion.

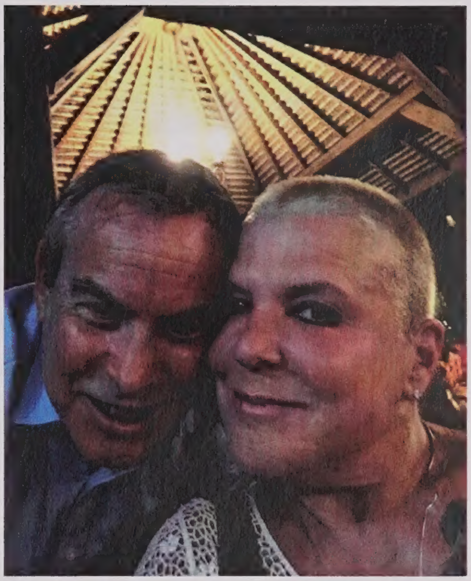
Planning process

We went on Trip Advisor and found the No. 1 beach in the world — Eagle Beach in Aruba. Then we looked for the No. 1-rated hotel on Aruba and found Bucuti and Tara. Then we booked a private bungalow with an ocean view, a couples' massage and a dine-around meal plan where we could hit a different restaurant on the island every night.

Trip highlights

We quickly settled into a daily routine. Get up late, make coffee in the kitchen of the bungalow, sit on the porch and gaze at the beach, the ocean and the people strolling by. Walk 20 feet to the beachfront hotel restaurant. Have a leisurely breakfast. Take a drive around the island, do some shopping. Hit the beach around 3 p.m. Order lunch and have it delivered to our beach chairs. Walk along the beach. Take a swim. Read. Stay until sunset. (The beach faces west.) Go back to the room and relax for a while. Make dinner reservations. Drive to a nearby restaurant. Eat way too much. Walk it off. Go back to the bungalow. Repeat. Thanks, Pat!

We had a great view every morning.



My wife and I enjoying dinner at one of the island's many restaurants.

Birds were more prevalent than people sometimes.

IDGWorldUpdate

EMPLOYEE NEWS AND INFORMATION

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ARN's Women in ICT awards shine a light on achievements

Now in their fourth year, the Women in ICT awards have become a highlight for technology executives in Australia. More then 350 people attended the 2015 WIICTA in Sydney late last year.

SEE MORE ON PAGE 5

Also inside

- IDC India wins CIO Choice Award for third year
- IDC's IT Executive Programs publishes 1,000th report
- One on One: IDG Communications Worldwide CEO Michael Friedenberg
- IDG Enterprise dinner events cater to varied audiences

IDG Global Solutions announces annual EMEA and U.S. employee awards.

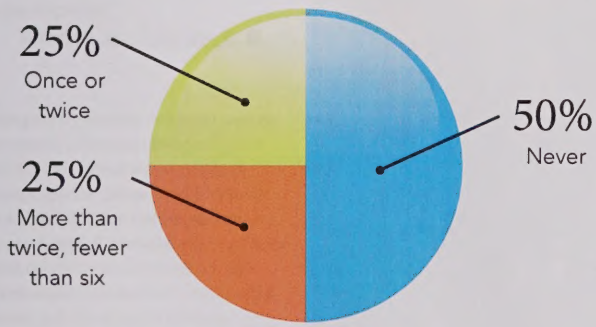
SEE MORE ON PAGE 6

IDC Canada employees take home the United Way campaign Spirit Award

SEE MORE ON PAGE 10

Question of the week results

How many times have you donated to crowdfunding sites?



Log on to www.idgcentral.com to vote on this week's question:

How would you describe your personal workspace?

CLICK HERE

Corporate Marketing invites you to be part of upcoming video

Click here to see a sample video.

IDG's Corporate Marketing team wants to include your short selfie video in an upcoming IDG video. Use your phone or webcam to record your response — in one minute or less — to one of the following questions:

How does IDG bridge art and science?

How do you build meaningful relationships — internally or externally — in your role at IDG?

Please record your video in landscape (horizontal) format and post it here.

Three colleagues will have their names randomly selected from all entrants and receive a $50 Starbucks gift card. Please submit videos by Feb. 19.

Any questions, please contact Janet Wyles.

IDC Tech Buyer Reports exceed 1,000, thanks to global collaboration

IDC's IT Executive Programs reached a milestone at the end of December, publishing its 1,000th Technology Buyer Report on IDC.com.

For most of its 52-year history, IDC focused on providing market intelligence and advisory services for technology vendors and the investment community. In 2010, IDC launched an initiative to broaden its client base to include technology buyers. By the end of 2013, 3% of published research was directed to technology buyer clients, and now that number has climbed to 15%. Group VP & IT Executive Advisor **Joe Pucciarelli** said the goal is to get that percentage to 30% within the next few years.

The technology buyer reports are reports authored to address specific, unique questions commercial technology buyers experience as they select, install and run their commercial IT infrastructures. Pucciarelli said that more than a third of the 1,000 reports use the new IDC DecisionScape Methodologies, which have been extremely well received by clients.

***Joe Pucciarelli** cuts the cake for a celebratory gathering and toast in Framingham.*

"One major aspect of IDC achieving this milestone was the support from our Publishing Services & Technology [PS&T] teams across the world," Pucciarelli added. "They were integral to the process, as many of the technology buyer reports involved new document architectures and formats."

Pucciarelli said that IDC achieved the milestone thanks to detailed work plans across business units worldwide. "More than 375 analysts authored or co-authored at least one of the reports, and they represented virtually every team across the entire company. One U.S.-based analyst, Program Vice President **Cushing Anderson**, was involved in publishing close to 60 of the reports!"

Write to Joe Pucciarelli. ■

IDC India wins CIO Choice Award for third year in a row

*During the recognition ceremony in Mumbai last month, IDC South Asia Managing Director **Jaideep Mehta** (center) accepts the CIO Choice Award award from two senior IT leaders.*

In what is starting to become an annual tradition, IDC India has won the CIO Choice Award for Best IT Advisory Services for the third consecutive year. CIO Choice is a B2B platform for organizations in the Indian ICT space to promote and market their products, services and solutions, and the awards recognize CIOs' preferences in those categories. The designation is considered one of the most prestigious awards in the industry, according to IDC South Asia Managing Director **Jaideep Mehta**.

"We are humbled by the CIOs' stamp of approval for the third time in a row," Mehta said. "This recognition is a strong validation of our differentiated, quantitative and structure approach to research and advisory services and encourages us to deepen our capabilities and continue to build capacity."

The awards program is conducted via an independent advisory panel of eminent CIOs and an independent survey from across India with CIOs and ICT decision makers. ■

CATHY KELLY PHOTOS

*Among the IT Executive Programs staff at last month's celebration in Framingham were (front (l-r): **Fred Magee**, adjunct research advisor; **Susan Martin**, adjunct research advisor; **Joe Pucciarelli**, group vice president & IT executive advisor; **Thom Rubel**, adjunct research manager; **Eric Bloom**, adjunct research advisor; **Martha Rounds**, adjunct research manager; **Adib Ghubril**, adjunct research advisor. Back (l-r): **Erik Berggren**, research VP; **Mike Rosen**, research VP; **Sanjay Gupta**, adjunct research advisor; **Serge Findling**, research VP; **Olivier Schaller**, associate VP; **Bill Keyworth**, research VP; **Aaron Polikaitis**, research VP; **Rajeev Agarwal**, adjunct research advisor.*

OneonOne

Michael Friedenberg

IDG Communications

The CEO of IDG Communications is this week's columnist. Reach him at michael_friedenberg@idg.com.

> "It is important that we be self reflective on what we haven't done in a while, which is launch new products, services and events. The technology market is going through one of its most exciting transformations ever, and IDG Communications needs to start creating new products for the new sectors that are emerging."

Q Can you give us an update on IDG Communications' worldwide results for FY16 Q1?

A A lot of you have heard me say in the past that you can't win a golf tournament in the first round, but you can certainly lose it. Well, I'm happy to report that we started FY16 nicely. Both U.S. and international met or exceeded Q1 FY16 plan. The highlight is that our international operation was profitable for the first time in a long time. This doesn't mean that we don't have our challenges. We need to continue to think about growth and how to move our company "up and to the right." This requires us all to innovate constantly, execute flawlessly and deliver consistent results. Our customers continue to share with me that IDG Communications is a core media partner and that they have media budgets that are either flat or growing. Our opportunity is to elevate and accelerate our commercial capabilities and capture as much profitable revenue as possible for the market is healthy. Looking forward, Q2 looks promising, but we need to make sure that we continue to be out in the market and engaging with our readers and advertisers.

Q You have made it clear that the priority for FY16 is growth. What are your thoughts about how IDG Communications goes on the offensive?

A Overall, we are doing a nice job with our current portfolio. Digital continues to drive our business, and we are seeing substantial growth in demand generation and strategic marketing services. Events has plateaued a bit so some extra focus on this sector of our business will be important.

Aligned with this, it is important that we be self reflective on what we haven't done in a while, which is launch new products, services and events. The technology market is going through one of its most exciting transformations ever, and IDG Communications needs to start creating new products for the new sectors that are emerging. Topics like digital transformation, robotics, virtual reality, artificial intelligence, cybersecurity, industry clouds, 3D printing, IoT and more are all opportunities for us to engage new audiences and open up new categories of advertisers.

Last year we did a lot to restructure our business for the current market. FY16 is a year where we need to focus on growth. In order to grow, it is imperative for us to look at these markets and figure out how we can insert IDG Communications into the conversation. We have always done this through each shift in technology such as mainframe, client-server and desktop. It is time again that we rev up our innovation engines and begin launching new brands, events and services around these exciting new sectors.

Q To what extent is our business being affected by the use of ad blockers? Do you see ad blockers heralding an inevitable end to the "free Internet," and, if so, what's our response?

A Advertising is an integral part of the financial underpinning of delivering content on the web. There is an implicit agreement between publishers and readers, who consent to view advertising in exchange for unpaid access to the content they desire. Ad blockers interfere with this contract by treating all sites the same, whether they feature premium content or are the digital display equivalent of Times Square. They amount to using a machete to course correct, when a scalpel will do.

IDG Communications is reviewing potential solutions from three different perspectives: 1) Detection of ad blocking and analysis of ad blocking by country, audience and content type. 2) Post-detection best practices, which could include charging the reader, limiting readers' access to premium content or blocking readers with ad blocking enabled. 3) We also support the creation of ads that are potentially more user friendly (L.E.A.N: Lightweight, Encrypted, IAB Ad Choices Supported, Non-invasive/disruptive).

We have created an Ad Blocking Strategic Development Center led by [IDG TechNetwork Director of Business Operations] **Anthony Polcino**, where it is our goal to find and implement the best solution possible for our readers and our business.

Q We talk a lot these days about IDG Communications being a modern media, data and services company. I've heard a fair amount about our media and services businesses, but can you tell us more about what we are doing in the area of data?

A Data is the new world currency, and it is the special sauce that sets IDG Communications apart from any other tech media player. Our first-party data from a contextual, demographic and firmographic perspective allows us to target

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IDG Enterprise serves up dinner meetings tailored to client, audience preferences

With clients continuously looking for new and unique ways to engage with prospects, IDG Enterprise is constantly looking to design events that will appeal to the audiences those clients are hoping to reach. Those audiences break down into two main categories: executive IT — those charged with using IT for strategic business initiatives — and collaborative IT — those who manage the day-to-day IT operations of the enterprise.

"The content we produce for each group represents their needs for a specific time and place, but just as important is the format of the event and how these two groups interact with their peers," noted **Mike McGoldrick**, IDG Enterprise senior director, events.

IDGE caters to the executive IT preference for a moderated discussion amongst a small group of peers in an upscale setting with its roundtable dinner format. "We found that most IT executives prefer a high-end restaurant setting where there is an IDG moderator leading a discussion. It's a structured engagement in which each executive has an opportunity to share their point of view on the topic," McGoldrick explained. Over the past year IDGE has produced 165 dinners and 45 roundtables.

And while this format works very well for the IT executive, it didn't work very well for the collaborative IT group, McGoldrick noted. Sitting down for a long session moderated by a third party was not the way they preferred to interact with their peers.

So the IDGE sales team needed to create opportunities for collaborative IT to share thoughts with their peers in a different kind of face-to-face setting. Through its research the team found these IT professionals prefer informal settings without a set agenda and no requirement to participate in the conversation.

The first solution was a program called a Meet Up. A Meet Up is also an evening program, held at a casual venue, most often a microbrewery, where attendees get a guided tour during the networking time. "This is a great draw for this audience," McGoldrick noted.

Meet Ups are single-sponsor programs in which a particular discussion topic is marketed to the target audience, which self-selects, ensuring that the sponsor ends up with a qualified — and engaged — audience. This year topics have included content delivery networks, storage and software defined networking with an average audience of 10 to 12 attendees.

JOE MOLA

Seated (l-r): ***Brittany Angel****, registration coordinator;* ***Deb Begreen****, senior director, events;* ***Debra Becker****, senior marketing director. Standing (l-r):* ***Derek Hulitzky****, VP content development & strategy;* ***Mike McGoldrick****, senior director, sales/events* ***Erica Foster****, senior manager, executive & custom client services.*

At a Meet Up, the sponsor and an IDG moderator (either a sales executive or an event manager) act as hosts for the evening, and the sponsor representative gives a five-minute welcome, introduces the topic, which is selected by the client, and encourages the audience to interact with the sponsor's representatives, of which there are typically one to three on hand. "These events are very low key and casual," McGoldrick said, adding, "we have received great feedback from both the sponsors and attendees. The casual atmosphere and unstructured agenda is a big hit."

Meet Ups are single-sponsor programs in which a particular discussion topic is marketed to the target audience, which self-selects, ensuring that the sponsor ends up with a qualified — and engaged — audience.

Last summer **Amy Jones**, IDGE sales director, pitched the Meet Up concept to HP software partner Avnet, which loved the casual format and venue but wanted a formal speaking opportunity and felt a third-party subject matter expert would add credibility and help drive attendance "So we created a format we're calling Keynotes and Cocktails," McGoldrick said. "Similar to the Meet Ups, the venue is a big part of the draw. We try to look for venues

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ARN's Women in ICT awards shine a light on women's achievements in tech industry

The numbers for ARN's annual Women in ICT Awards (WIICTA) grow larger with every edition. Now in its fourth year, the awards have become a highlight for technology executives — of both genders — in Australia. More than 350 people attended the 2015 WIICTA in Sydney late last year, an increase of 80 from the 2014 ceremony.

According to ARN Publisher and President **Susan Searle**, WIICTA recognizes and celebrates female excellence in the ICT industry and rewards professional achievements and outstanding results. She said the audience is made up of "members of the IT industry who recognize the value of gender diversity as a workplace and competitive advantage for their companies. We were delighted that there were 100 men in attendance in 2015. This number has grown steadily since the first year, and ARN actively encourages men to celebrate diversity in their organizations and in the industry. As men are often the talent champion for their teams, they are keen to nominate their female staff and welcome the recognition for them."

This year's event celebrated successes in the following seven categories: Achievement, Technical, Community, Entrepreneur, Innovation, Rising Star and Shining Star. ARN received 200 nominations, "a massive 143% increase" from the previous year's 82, said **Alexandra West**, events manager for IDG Australia's Channel Division. Nominations came from colleagues and team leaders, many of whom have expressed gratitude for the opportunity to recognize their female co-workers.

The team behind ARN's WIICTA event included (l-r): IDG Australia IT Manager ***Andrew Glassock****, ARN Deputy Editor* ***Hafizah Osman****, Content and Communications Officer* ***Holly Morgan****, Journalist* ***Chris Player****, former Marketing and Events Coordinator Nadia Zatari, Senior Journalist* ***Julia Talevski****, Associate Editor* ***Jennifer O'Brien****, ARN Account Director and PC World Publisher* ***Janice Tong****, former Editor Allan Swann, Digital Marketing Programs and Database Coordinator* ***Astrid Gauthier*** *and Senior Account Manager* ***Eduardo Silva****.*

An internal ARN panel narrows the nominations to a short list — 38 this year — which is then sent on to an external panel of 26 judges. Nineteen of the judges are CEOs who have recognized diversity practices, and the rest are managers with excellent reputations for supporting female talent.

A Lifetime Achievement Award that celebrates a long-term outstanding and entrepreneurial commitment to IT was not open to nomination but chosen by Searle, ARN Associate Editor **Jennifer O'Brien** and IT veteran and ARN Hall of Fame inductee Ross Cochrane. (For information on all of the winners, go here.)

There were 14 sponsors, among them Autodesk, Citrix, Dell, Fujitsu, IBM and Toshiba, as well as 13 table sponsors including HP, SAP, Cisco and Microsoft. "Many companies have diversity policies as part of their corporate strategy," West said. "Sponsoring WIICTA means they are actively participating in a well-regarded gender diversity program. Companies often have separate diversity budgets that these sponsorships can tap into."

(L-R): ARN President and Publisher ***Susan Searle****, ASI Solutions founder and director and winner of the 2015 WIICTA Lifetime Achievement Award Maree Lowe and ARN Deputy Editor* ***Hafizah Osman****.*

Keynotes at the sit-down lunch event were delivered by Searle, who told the audience they were agents of change and encouraged them to take a leadership role in rewarding outcome-based performance; Dell Managing Director A/NZ and founder of its Diversity and Inclusion Council Angela Fox who spoke on the importance of having a strategy that focuses on skills leadership development for all employees; and ASI Solutions founder and director Maree Lowe who discussed her 30-year career journey from school teacher to a successful business owner.

For more information contact Alexandra West. ■

IDG Global Services announces EMEA and U.S. employee awards

IDG Global Solutions' two largest hubs — Europe, Middle East & Africa (EMEA) and the U.S. — have a long tradition of presenting annual employee awards covering Sales, Leadership, Team of the Year and Employee of the Year.

The winners from the EMEA hub were announced at their holiday party in December in London with IDG Communications Worldwide CEO **Michael Friedenberg** presenting the awards, while the IGS U.S. and Corporate Sales awards were presented during the group's sales conference in Boston. (The IDG Strategic Marketing Services awards were presented in December and covered in IDG World Update on Jan. 11.)

IDG Global Services CEO **Kumaran Ramanathan** provided these comments about the winners and the regional teams, unless noted otherwise.

CEO Award 2015

Steve Marshall, Commercial Director, IGS APAC

The CEO Award is given in recognition of outstanding contribution to the organization, rewarding commitment, initiative, leadership and endeavor.

Marshall

When the group demonstrates the success it enjoyed in FY15 it's a very hard decision to pull one person out and highlight their achievements as a driving factor for that success. However, the shortlist all shared a common quality, and that was the ability to get the job done no matter the circumstances. Steve Marshall is a deserved winner of the inaugural IDG Global Services CEO Award. He delivered outstanding revenue growth — +32% year-on-year in a highly competitive Singapore market — worked with IDG and IDC business units in the region with consummate professionalism and delivered all this with a lovely panache! Congratulations to Steve who has made the jump from local sales to the global team with ease. I would also like to congratulate **Meghan Parisi** and **Shannen Khin** for making the shortlist."

Jason Gorud, group VP, IGS APAC, added: "I've been lucky enough to have Steve working with me as the commercial director for IGS in Singapore. I am reluctant to use any single job title when referring to Steve as he has risen to the level of being an agency sales rep, a direct client sales manager, training lead for our two new hires, mini-project manager, HR lead and about 100 different other things. In short he does what needs to get done to be successful. I speak for not just myself but for the entire team when I say that none of the success in Singapore would have been possible if Steve had been anything less than Steve."

"FY 2015 saw IGS Americas achieve a third consecutive year of growth with a large increase in demand generation and the doubling of custom program revenues in particular around video, social and events," Ramanathan said. "The whole team had a fantastic year delivering a solid performance and pulling together to achieve our goals. The annual awards are a great way to recognize the individuals who have excelled consistently throughout the year, but I am immensely proud of every individual within the team for the professionalism and energy that they bring to the table on a daily basis.

IGS Americas Employee of the Year

(voted for by colleagues)

Matthew Mikaelian, Program Manager

Mikaelian

For his outstanding performance in FY15, and for a record third year in a row, Matt is IGS Americas Employee of the Year. His knowledge, willingness to help and team spirit are just some of the qualities that make this award his.

IGS Americas Hero Award

Agata Carroll, International Sales Director

Carroll

Agata is a real team player in the truest sense of the word, consistently going the extra mile to get the job done or to help a colleague.

IGS Americas Sales Leadership Award

Agata Carroll, International Sales Director

This award recognizes an individual who has truly demonstrated leadership in all aspects of their sales efforts exemplifying IGS's mission of sales leadership in the marketplace. Agata had a fantastic FY15 driving new business into IGS Americas with the likes of CA Technologies, Riverbed, VMWare and BMC to name a few.

The IGS EMEA team had a phenomenal year in FY15 achieving 3% revenue growth in a market in which selling client direct is becoming ever more important as we continue to see the shift towards marketing services. The level of determination, work ethic and professionalism within the group is outstanding, a fact that made the end of year awards difficult to allocate.

We saw a 26% growth from events that generated revenue within 38 countries and an 8% growth within the Advantage Program ensuring we have strength in our client base on all levels. Direct client revenue achieved over 40% growth driven by 48 new clients and the continued success of our Program Strategy/Management Team that helped to sell and deliver over $7.5M of custom content marketing programs. The team worked tirelessly to make FY15 a success and to set us up for a great FY16.

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IGS awards

IGS European Employee of the Year

(voted for by colleagues)

Shannen Khin, Program Manager

Khin

It was no surprise that Shannen won this award. She has done outstanding work managing the large complex programs such as Microsoft, Intel and, more recently, IBM, but she's also friendly, approachable and always willing to help a colleague.

IGS European Hero Award

Anthony Yianoullou, Program Coordinator

Yianoullou

The way Anthony handles himself is always first class, he's calm under pressure and develops strong relationships internally and externally. This year has seen him develop his skill set to include face-to-face customer meetings.

IGS EMEA Sales Leadership Award

Briony Rowe, Events Director, EMEA

Rowe

Briony is an outstanding professional and has done a tremendous job of accelerating our events revenue achieving 26% growth year-on-year. She demonstrates leadership in everything she does, easily navigates the complexities of global events and quickly establishes herself as an expert with our clients.

IGS European Sales Excellence

Rob Richardson, International Sales Director

Richardson

Rob had a fantastic FY15 and continues to deliver an impressive track record of new business wins from clients such as Level3, Vodafone, Palo Alto, BT & Logic Now, making him a very deserving winner.

IGS European Team of the Year Award

Program Coordination team

The "engine room" of the hub has successfully defended its title of Team of the Year title. Never in IGS history has a team won this award for two consecutive years, yet the program delivery group was unquestionably the deserved winner.

The IGS Program Coordination team won the European Team of the Year Award: (l-r): ***Anthony Yianoullou****, program coordinator;* ***Matthew Ramsay****, program coordinator;* ***Glenn Coombe****, program coordinator;* ***Juliet Truscott****, manager, program coordination;* ***Louise Pearson****, senior program coordinator;* ***Dean Geary****, assistant manager, program coordination.*

Outstanding Financial Leadership

Peter Bradley, VP Finance

Bradley

This year a special award was presented to Peter for his outstanding contribution to the group. The very nature of the international sales function leaves us at the mercy of global currency fluctuations. However, Peter continually manages to weave his magic and navigate us safely through any turbulence. The success of FY15, and indeed many other years, would not have been possible without the financial and operation leadership that Peter provides.

Outstanding Customer Service on behalf of Corporate Sales

Veronica "Nikki" Bayiates, Senior Program Manager, Strategic Accounts

Bayiates

Kate Zinn, VP, U.S. Strategic Accounts & Global Partnerships, IDG Corporate Sales, said, "Nikki's contribution to our top accounts has been tremendous, supporting pre- and post-sales activity in addition to campaign management. Nikki is so successful because she is focused on our customers' experience. Our clients appreciate her energy, passion and positive attitude and she has earned their trust as she is proactive and detailed oriented. I am honored to have her on the team." ■

noteworthypeople

Promotions

Ferranti

IDG International Publishing Services President **Jim Sullivan** recently announced several promotions in the **IDG News Service** (IDGNS). "After 15 years of managing day-to-day worldwide news operations as executive editor **Marc Ferranti** is now editor-in-chief. Marc joined IDGNS in 1993 as Paris bureau chief and was promoted to New York-based news editor in 1996," Sullivan said. "He speaks Italian and French and has worked closely with editors at IDG publications around the world for many years. Marc will ensure that going forward the News Service continues to provide top-quality editorial content that meets the changing needs of our customers in the fast-moving digital media market." marc_ferranti@idg.com

Niccolai

IDGNS San Francisco Bureau Chief **James Niccolai** has been appointed news editor. "He will be supervising coverage plans and leading our collaboration with partner publications," Sullivan said. "He first contributed to the News Service as an intern during his university years before joining the staff as a senior writer in San Francisco in 1997. James then served in the IDGNS Paris bureau as deputy news editor before returning to the Bay Area. He brings a deep understanding of enterprise technology issues and trends to his new role, as well as great talent as an editor and mentor." james_niccolai@idg.com

Williams

IDG WORLD UPDATE

IDGNS Senior Correspondent **Martyn Williams** has been promoted to director of multimedia. "During his 10-year tenure as Tokyo correspondent, Martyn led the way in experimenting with the group's initial boot-strapped video production and has continued to be a key contributor shaping our offerings and working with video content creators in the U.S. and Europe," Sullivan said. "He will take on full responsibility for ensuring that IDGNS provides video material of high journalistic quality that meets the needs of business units worldwide." martyn_williams@idg.com

Rauhala

IDG Corporate Human Resources Senior Compensation Analyst **Tracey Rauhala** has been promoted to compensation manager. "Tracey joined IDG one-and-a-half years ago, and in a relatively short period of time she has mastered the annual salary planning process, managed all of our survey participation, singlehandedly implemented a new market data system and provided great support to HR," said VP, Corporate Human Resources **Alana Dros**. "In her new role, Tracey will be responsible for the development, management and continuous improvement of compensation and executive compensation tools. She will also be a member of the employee opinion survey team, support corporate policy development and jump in on other projects as they arise. Tracey will also continue to work collaboratively with HR business partners and corporate HR functions to ensure that the tools and resources are relevant and that they effectively support the goals and objectives of the business." tracey_rauhala@idg.com

Caldera

ADAM PATRICK MURRAY

IDG TechNetwork Senior Account Executive **Candice Caldera** is now digital sales manager. "In this role, Candice will be responsible for the NY3 territory and will oversee Connecticut, New Jersey and New York (Named Accounts) for TechNetwork," said TechNetwork Director of Sales, East **Keith Linden**. "Candice has been with IDG since 2013 and recently relocated to the New York office. Throughout her tenure, Candice has always been a hard worker, team player and a person full of positive energy, which has resulted in consistent success for her." candice_caldera@idgtechnet.com

New employees

Hidalgo

CATHY KELLY

The **CIO Executive Council** has hired **Ana Hidalgo** as a content development intern/contributing writer. Previously an executive assistant with D'Leon Insurance and Financial Services in Miami, she is currently a junior at Regis College in Weston, Mass., studying English and communications and choreographing the school student-run dance company. Last year she was inducted into the Alpha Lambda Delta scholastic honor society. ahidalgo@cio.com

IDC Philippines has hired **Sharon Asprer** as an administrative executive; she will be responsible for the overall administration and support for the Manila office. She has more than 14 years of experience in administrative duties for both local and multinational corporations, primarily in the area of business process outsourcing. She holds a B.S. in business administration from the Philippines' International Academy of Management and Economics. sasprer@idc.com

IDC Malaysia has hired **Rina De Silva** as senior market analyst, Devices, covering wearable technologies and other consumer devices. She has more than 20 years of experience in journalism and marketing and has written extensively for Computimes and Computimes Shopper Malaysia. She earned a B.A. in economics from Brandon University in Brandon, Manitoba, Canada. rdesilva@idc.com

Gan

Also new at **IDC Malaysia** is Market Analyst, Devices **Gan Sue Tee**. She previously worked at Nielsen doing syndicated and customized research and holds a B.A. in business and commerce from Monash University in Melbourne, Australia. stgan@idc.com

Mohan

Based in Austin, Texas, **Deepak Mohan** joins **IDC** as research director, Cloud Storage Infrastructure and Public Cloud Storage Services. Previously a product manager with Rackspace Hosting, he holds a B.S. and an M.S. in engineering from Singapore's Nanyang Technological University, an MBA from the National University of Singapore and an M.S. in engineering and management from MIT. Deepak enjoys craft beers, cooking and family trips. dmohan@idc.com

Transfers

Gornicki

Maciek Gornicki joins **IDC Singapore** as a research manager, Client Devices. He will be responsible for the coordination of research, production of market data and forecasts, as well as analysis of technology trends in the PC market across the Asia-Pacific region. Prior to joining IDC Singapore, Gornicki spent five years at IDC U.K., overseeing PC market research for Western Europe and managing client relations across the EMEA region. Before IDC, he worked at Intel Corporation EMEA headquarters in the U.K., where he analyzed sales strategies and local market trends in the IT distribution sector in Central and Eastern Europe. He earned a B.A. in business management from Edinburgh Napier University in Scotland and an M.A. in international relations from Poland's Cracow University of Economics. He enjoys travel and film music. mgornicki@idc.com

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

21
Gina Howells *IDG Global Solutions*

19
Pat Josefek *U.S. Media*
James Niccolai *IDG News Service*

18
Jeff Coles *IT World Canada*

17
Steffen Berchtold *IDG Germany*

16
Andreas Hedberg *IDG Sweden*

13
Melinda-Carol Ballou *IDC*

12
Gerald Murray *IDC*
Jason Cunliffe *IDC*

10
Mo Barrett *IDG Strategic Marketing Services*
Helena Hajsterová *IDG Czech Republic*
Andrew Golovnykh *IDC Ukraine*

9
Susan Celli *U.S. Media*
Bruno Teyton *IDC France*

8
Jimena Sisa *IDC U.K.*
Katherine Park *IDG Korea*

5
Matthew Marden *IDC*
Monica Goddard *IDG Connect*

4
Heather Ashton Manolian *IDC*
Brandon Butler *U.S. Media*
Mark Holland *IDG List Services*
Mehmet Semerkant *IDG Gemany*
Maria Agrén *IDG Sweden*
Hamza Naqshbandi *IDC Saudi Arabia*

3
Nadia Cameron *IDG Australia*

2
Matt Kapko *U.S. Media*
Shannen Khin *IDG Global Solutions*
Jacopo Mancini *IDC Italy*
Felipe dos Santos *IDC Brazil*

1
Laura Galyan *U.S. Media*
Leslie Howard *U.S. Media*
Garvita Vaid *IDG Connect*
Cesar Garcia *IDC Mexico*
Marco Ruano *IDC Mexico*
Roberto Membrila *IDC Mexico*
Rodrigo Perez *IDC Mexico*
Abeer Al Enizy *IDC Saudi Arabia*
Lydia Karingithi *IDC East Africa*

All business units are inviited to send employee anniversary information to world_update@idg.com.

continued from page 3

One on One

the most influential buyers of technology from across the globe. We will continue to leverage our data across all aspects of the business be it digital, demand generation or Data as a Service. Leveraging our owned and operated brands in alignment with IDG TechNetwork and our private ad exchange, Tech Media Exchange, gives IDG the unique value proposition of delivering premium audiences at global scale. This is what modern media companies continue to deliver and innovate around, and it is where IDG Communications will continue to invest and grow.

Q Last month's announcement that the IDG Board of Directors is exploring strategic options is obviously top of mind for IDG employees worldwide. Understanding that this process is not something that can be discussed publicly, what can you share with employees at this point?

A We are just at the early stages of this exercise so there isn't anything new that can be shared at this time. However, I couldn't be happier with the manner that the employees of IDG Communications have handled the news and have not let it become a distraction. Let's continue to control what we can control, which is to excel at our jobs, which will allow us to meet and exceed our FY16 goals. If we do this, then IDG Communications will continue as the leading global tech media, data and services company. ■

IDC Insights team sets up shop at major retail conference

The National Retail Federation's "Big Show" in New York City is IDC Retail Insights' biggest business development and research opportunity of the year, according to Program Director **Greg Girard**, and the Insights team was well-represented at the event last month.

*IDC Retail Insights Program Director **Greg Girard** (left) meets with a client.*

The group had a record number of meetings with technology and services vendors organized by Group Operations Coordinator **Karen Timons**. VP **Leslie Hand** spoke at a breakfast sponsored by PointInside and IDC U.K. Research Director **Spencer Izard** moderated an NRF Roundtable while Girard served on a "Big Ideas" panel and moderated another on the future of retail analytics. ■

continued from page 4

IDG Enterprise Meet Ups

that offers something unique. One very successful location we have used is a place called Top Golf, where the attendees can play an indoor game of golf during the networking time."

The major difference with this newer format is that the evening begins with a 20-minute presentation by an IDG subject-matter expert — an editor — followed by a 15-minute presentation from the sponsor. The rest of the evening is left to networking and enjoying the venue.

McGoldrick said they produced a series of four Keynotes and Cocktails events for Avnet in November and December — held in Phoenix, Dallas, Atlanta and San Francisco — that were so well received that the client has just signed for an additional three cities this quarter.

For more information, contact Mike McGoldrick. ■

IDC Canada wins United Way Employee Campaign Spirit Award

For some 20 years, IDC Canada employees have been generous supporters of the United Way, which provides financial assistance to local charitable organizations. Based on its very successful 2015 efforts, IDC Canada won its first United Way Spirit award in the Technology & Communications sector for its innovative, engaging and financially significant United Way Campaign in the Toronto area.

IDC Canada's United Way campaign team consists of (l-r): Research Director ***Steve White****, Consulting Director* ***George Bulat****, SVP Consulting* ***Vito Mabrucco****, VP/Finance & Operations* ***Chris Sullivan****, Associate VP/Operations & Project Management* ***Barbara Hall****, Group VP* ***Tony Olvet****, Senior Analyst* ***Emily Taylor****, VP/Sales* ***Ryan McNally****, Director* ***Thomas Dyer*** *and Group VP/GM* ***Lars Goransson****. (Not pictured: Research Director* ***Alison Brooks****)*

Associate VP/Operations & Project Management **Barbara Hall,** who has coordinated IDC Canada's participation over the past few years, said the company encourages online donations and adds corporate matching incentives, including extra matching for increases over prior donations. IDC Canada's campaign ran from Oct. 29 – Dec. 21. During the year, the team also holds special events to encourage donations.

"We cater our special events to what the employees like," Hall said, which in 2015, included NBA Raptors ticket drawings, a craft beer draw, a wine tasting, the Scotiabank Rat Race, an IDC Canada photo/calendar contest, an annual chili contest (complete with official trophy) and a silent auction. New this year was a "Chase the Ace" draw where employees could purchase tickets for a chance to draw the ace of spades on a weekly basis and win 50% of the money collected (similar to a popular event in Nova Scotia, Canada).

2016
IDC CALENDAR

Consulting Director ***George Bulat*** *organized this year's calendar contest fundraiser in which 19 employees submitted 45 photos, and the IDC Canada United Way team chose 12. Fifty calendars were produced for employees to buy for family and friends; the sales team gave another 25 to key customers. Research Manager* ***Evan Hardie*** *designed the calendar.*

This year, 97% of its 58 employees contributed to the online campaign, and, including the special events and corporate match, IDC Canada's total contribution was almost C$82,950 (US$60,039) a 12% increase over last year.

According to Hall, the newly amalgamated campaign of the United Way of Toronto & York Region raised more than C$100,250,000 ($72,560,183) in 2015, higher than any other United Way organization from any major city in the world. "IDC Canada is so proud to be a part of this community contribution," she said.

Write to Barbara Hall. ■

30 Years
Serving Canadian Lea
TONY'S LIMITED EDITION HYBRID ORGANIC CHILI

Group VP ***Tony Olvet*** *hoists the chili champion cup for 2015.*

thanksto

The editors of IDG World Update would like to thank the following people who assisted with this issue:

Michael Friedenberg *IDG Communications*
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IDG World Update

EMPLOYEE NEWS AND INFORMATION

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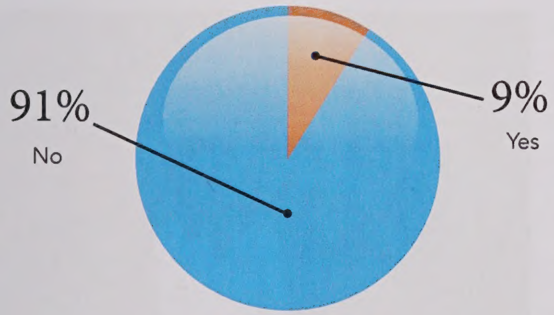
IDC honors three with research excellence, innovation awards

IDC employees in Framingham, Mass., congratulated Peacock Awards recipients Ruthbea Clarke and Natalya Yezhkova and Alexander Motsenigos Award winner Robert Mahowald.

SEE MORE ON PAGE 4

Question of the week results

Do you think Twitter should abandon its 140-character limit?



Log on to www.idgcentral.com to vote on this week's question:

How many times have you donated to crowdfunding sites?

CLICK HERE

Also inside

- IDG Spain introduces video-friendly digital flipbooks
- One on one: IDC CEMA Regional VP Jan Siroky
- On the job: CIO East Africa Creative Director Jean Omboke
- IDG Corporate Marketing's tech/marketing newsletter is redesigned for enlarged audience
- Fundraising page established for IDC's Amie White
- Unsung Hero: U.S. Media's Monique Caron

Corporate Marketing invites you to be part of upcoming video

Click here to see a sample video.

IDG's Corporate Marketing team wants to include your short selfie video in an upcoming IDG video. Use your phone or webcam to record your response -- in one minute or less -- to one of the following questions:

How does IDG bridge art and science?

How do you build meaningful relationships — internally or externally — in your role at IDG?

Please record your video in landscape (horizontal) format and post it here.

Three colleagues will have their names randomly selected from all entrants and receive a $50 Starbucks gift card.

Any questions, please contact Janet Wyles.

IDG Spain's digital flipbooks provide opportunities for video ads and in-depth content

In response to reader and advertiser suggestions as it transitioned to an online-only company, IDG Spain has introduced monthly digital versions of its Computerworld and Dealer World brands, and clients have been eager to take advantage of the new platform's advertising options.

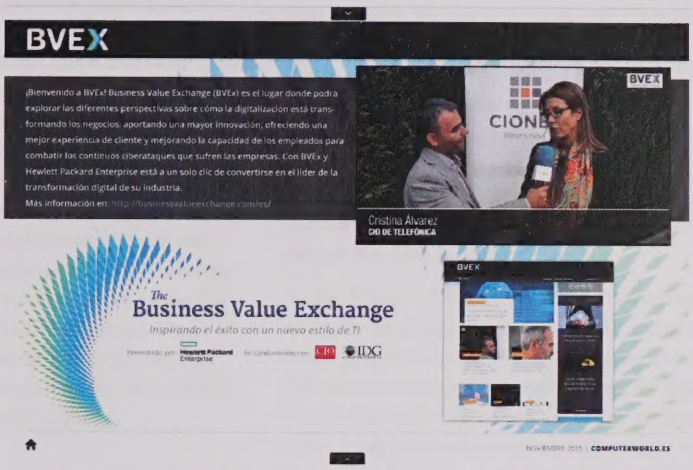
IDG Spain's brands have been web-only since last October, and the team had not previously tried any other type of digital editions. The business unit now uses software offered by 3D Issue for what that company calls "digital flipbooks." Easily viewable on any device or desktop, the pages scroll left or right as users click the side arrows, and users can use a down arrow to view the full array of pages in the issue and select specific ones.

"Some advertisers told us they would like to use a flipbook environment for product launches, and this combines the best of digital advertising — clickable ads, measurement and options for video — with the big ad format print used to have," said IDG Spain Country Manager **Manuel Pastor.** "And readers told us they would like to have a product in the style of print but with the inherent advantages of digital."

3D Issue would like to work with other IDG business units, Pastor said, and provided IDG Spain with the premium edition at no extra cost to demonstrate its capabilities to other IDG companies that could be potential customers. The company also agreed to withhold its logo from the flipbook layout to give exclusive prominence to the IDG Spain brands. The IDG Spain team tested several similar products but found that 3D Issue tool was the most powerful product they tried and the easiest to manage.

IDG
COMMUNICATIONS S.A.

*(L-R): The key people involved with IDG Spain's flipbooks are **Inma Pérez**, sales manager; **Esther Macias**, editorial coordinator, **María José Marzal,** director, Computerworld Spain, and **Alfonso Casas**, writer.*


BVEX
BVEX
CIONE
What's next
Cristina Álvarez
CIO DE TELEFÓNICA
The
Business Value Exchange
Inspirando el éxito con un nuevo estilo de TI
Presentado por: Hewlett Packard Enterprise
En colaboración con: CIO IDG
BVEX
NOVIEMBRE 2015 | COMPUTERWORLD.ES

¡Bienvenido a BVEx! Business Value Exchange (BVEx) es el lugar donde podrá explorar las diferentes perspectivas sobre cómo la digitalización está transformando los negocios, aportando una mayor innovación, ofreciendo una mejor experiencia de cliente y mejorando la capacidad de los empleados para combatir los continuos ciberataques que sufren las empresas. Con BVEx y Hewlett Packard Enterprise está a un solo clic de convertirse en el líder de la transformación digital de su industria.
Más información en: http://businessvalueexchange.com/es/

An ad for Business Value Exchange, a partnership between HP Enterprise and IDG Spain, includes a video interview.

While the IDG Spain websites focus on news, the flipbooks' content includes more analysis and features and other content not found on the websites. The first Computerworld flipbook, published in November, was 136 pages. Pastor said the team wanted to make a big impact with a hefty inaugural issue, while subsequent issues are slightly smaller. HP and Fujitsu were among the nine advertisers for Computerworld and 10 advertisers for Dealer World.

Embedded video is a featured element of the flipbook. As the premier advertiser for Computerworld, HP has a full screen, 30-second video advertisement on the flipbook's "cover." When the first page loads, a photo of CW Spain Director **María José Marzal** superimposed on a Computerworld front page automatically becomes a video in which she gives readers an orientation to the digital edition. In-depth video interviews are also a key component of the flipbooks.

Both the CW and Dealer World flipbooks have been profitable since their launch. A CSO flipbook will debut in March; all of them are published on the 15th of the month.

The flipbooks can be accessed for free from any of IDG Spain's B2B sites, and they are e-mailed to the brands' database as well as newsletter subscribers.

Contact Manuel Pastor. ■

OneonOne

Jan Siroky

IDC CEMA

The regional VP of IDC Central and Eastern Europe, Austria, Israel, and CEMA Consulting is this week's columnist. Reach him at jsiroky@idc.com.

> "Companies are starting to realize the transformative nature of these [3rd Platform] technologies and their capacity to create business value. They are facing the fact that if they do not adapt someone else will — at their expense, as these new technologies are globalizing markets more than anything before."

Q What is your role at IDC CEMA?

A I have been with IDC for 16 years. I work for IDC CEMA (Central and Eastern Europe and the Middle East and Africa regions) and have a dual role at the moment. My key focus is the regional director role for the CEE region, spanning Poland and the Baltic States in the north to Cyprus and Israel in the south, and from Austria and the Czech Republic in the west to Romania and Bulgaria in the east. The region comprises some 20 countries, which we serve from 10 local country operations. In this role, I am responsible for the strategy planning, development, implementation and coordination of the full range of IDC's operations and activities across this region. In addition, I continue to oversee IDC consulting business in the CEMA region. However, given the sheer extent of the CEE regional management role, my consulting role is limited to strategic guidance and oversight.

Q Can you give us an overview of the IT market and growth prospects in your region?

A It's useful to look back and consider a broader context, especially with regard to two key aspects: economic development and transformative changes in the ICT landscape, which have had a direct impact on the IT market in CEE.

From the economic development perspective, CEE has gone through very dynamic changes: periods of high growth followed by stagnation and contraction. For nearly a decade, CEE represented the most dynamic emerging region worldwide. The economic expansion was driven by infrastructure build out and upgrade investments and high levels of foreign direct investments and was further spurred by significant government spending — a combination of local government-driven initiatives and investment projects backed by the EU funds. Simply put, the CEE region was in the spotlight, enjoying high but not sustainable growth.

Following the global financial crises, the popularity of CEE faded quickly, and the region has gone through five or six sobering years — a period of economic stagnation in the central parts (Austria, the Czech Republic, Poland) and considerable contraction in the southeast. We have seen a lot of cost cutting and scaling down of investments. Since late 2014, the region has returned to a moderate but more sustainable path of economic growth, though it is now facing a few new challenges, including that of mass immigration.

Logically, the IT market mirrored these developments. We have seen periods of very strong, often double-digit growth, followed by considerable declines, and we are now back to moderate growth levels. Looking at the IT market structure, the share of spending on hardware continues to be bigger than software and services combined. Overall, CEE still represents a developing region, which is less mature than Western markets, yet which is slowly but clearly shifting toward increased investments in business applications, mobile application development, hosting services and cloud, to name a few.

Q How does adoption of new technologies impact the CEE region?

A The impact of the so-called 3rd Platform technologies like cloud, big data, mobility and social media has been rather limited in this region so far. Companies and governments in particular have initially been rather conservative about embracing them, mainly because they invested heavily in large IT projects during the high-growth period. However, this is changing quickly, and IDC expects that the local IT market will soon be driven predominantly by the adoption of the 3rd Platform pillars and related innovation accelerators. This is also because companies are starting to realize the transformative nature of these technologies and their capacity to create business value. They are facing the fact that if they do not adapt someone else will — at their expense, as these new technologies are globalizing markets more than anything before.

Q How does IDC respond to these dynamic market changes and challenges, and what are your priorities for 2016?

A We strive to actively respond to market changes and assess new market opportunities all the time, while reflecting the changing reality in our strategy and value proposition within and across the three lines of business: research, consulting and events. Top priorities for 2016 and beyond include: 1) focus on greater diversification and localization of IDC business; 2) awareness building in select existing and new markets; and 3) development of more integrated, end-to-end solutions for our customers (beyond the traditional research, consulting and events product silos).

Specific examples include development of new research and content practices around hot market segments such as cloud, IoT, mobility, next-gen security, a growing portfolio of C-level events, development of digital marketing services, value-add

continued on page 6

IDC honors winners of annual research excellence and innovation awards

IDC employees gathered in the lobby of IDC's Framingham, Mass., headquarters earlier this month for the announcement of the winners of the company's most prestigious research awards. IDC President & CEO **Kirk Campbell** presented the 2015 Peacock Award for research quality to Research Director/Smart Cities Strategies **Ruthbea Clarke** and Research Director/Storage Systems **Natalya Yezhkova**, and the 2015 Alexander Motsenigos Award for Outstanding Innovation to Program VP/SaaS and Cloud Services **Robert Mahowald**.

The Peacock Award honors the exceptional research standards set by Jim Peacock, an IDC vice president for 15 years until his death in 1981. IDG's late chairman and founder, **Pat McGovern**, established the award in 1985 to honor Peacock's accomplishments. The award recognizes employees who best follow Peacock's example of professional excellence in organizing, conducting and completing research effectively and on time and successfully communicating the results of that research to IDC clients.

As with the Motsenigos Award, IDC's vice presidents and senior vice presidents nominate employees, and Campbell makes the final selection.

Clarke joined the company in 2003 and has worked in consulting, vertical markets and now IDC Government Insights, where she has developed and built the Smart Cities research program into the clear research leader in the market, according to her nomination. "She has done a remarkable job in building a high profile, global portfolio of thought leadership through her diligence and hard work as well as working collaboratively with all IDC regions," Campbell said.

Clarke's recent projects include the smart city benchmarking and best practice review of six major cities in Saudi Arabia, and developing a citywide coordination framework for the New York City mayor's office to guide departments in smart city implementations.

The Peacock Award honors the exceptional research standards set by Jim Peacock, an IDC vice president for 15 years until his death in 1981.

Yezhkova, also a 12-year veteran, "has an outstanding track record as an analyst and contributes heavily to IDC's subscription research and consulting," Campbell said.

IDG WORLD UPDATE

*IDC President & CEO **Kirk Campbell** (second from left) with award winners **Ruthbea Clarke**, **Robert Mahowald** and **Natalya Yezhkova**.*

"Both her quantitative analysis and qualitative insights are exceptional, and she consistently demonstrates superior skills in data collection, modeling and analysis but also shines in business development and collaboration."

Recently, Yezhkova has collaborated with server and application development analysis on an EMC consulting project and has contributed to a recent Tracker release that added original design manufacturers.

Established in 2013, the Motsenigos Award honors the memory and accomplishments of the late program VP, who launched and built the Worldwide Services Contracts database.

Established in 2013, the Motsenigos Award for Outstanding Innovation honors the memory and accomplishments of the late program VP, who launched and built the Worldwide Services Contracts database.

Mahowald joined IDC in 2000 and has excelled as a researcher and manager, consistently contributing to the Software research business, which has become one of IDC's largest and fastest-growing programs, Campbell said. "He has demonstrated his entrepreneurial skills in building a large business focused on cloud software, and in the past two years he's launched new products in CloudView, CloudShare and CloudAtlas."

Recently Mahowald added Platform as a Service to his scope of work and hired analysts to lead that business.

Write to Ruthbea Clarke, Natalya Yezhkova and Robert Mahowald. ■

Job Spotlight

On the job: Creative Director

The past few years have seen huge changes in the media space. These changes have resulted in the creation of new jobs with unfamiliar-sounding titles and the retooling of old jobs to incorporate new skills and ways of doing business. IDG World Update's occasional Job Spotlight series is designed to provide insight into what our colleagues are up to.

Name Jean Omboke

Title Creative director, CIO East Africa magazine, African eDevelopment Resource Center

What a creative director does

I ensure that all the creative operations for communications both internal — CIO magazine, CIO Executive Breakfast branding and the advertising and branding for the CIO 100 Awards and Symposium — and external — art that comes from clients that want to advertise in the magazine and don't have agencies to supply their graphics — maintain our standards of creative excellence, timeliness and profitability. Clients such as Samsung, Huawei and Kooba that don't have agencies often ask me to provide creative, which is extra revenue for us.

The services I provide and who my customers are

I'm in charge of magazine design and layout, photography direction, concept-design generation and branding. Most of the work I do is for in-house and external events and communications, such as posters, invitations, brochures, flyers, etc. My primary customers are in-house and external clients within the CIO circle and tech world. I also do website front-end design and maintenance.

Key skills required for my job

- Creative — Coming up with new ideas for branding, ad campaigns and marketing messages. I have to understand smart design and copy and recognize fresh approaches to communication. I also write copy for some ads.
- Analytical — Analyzing and keeping current with industry and design trends and looking at new creative data resources such as Pinterest.
- Decision-making — The ability to make decisions on final copy and art, finished products and branding.
- Interpersonal — Meeting with corporate heads and clients on a regular basis means I have to be a good communicator.
- Management — Working on a schedule and managing my time wisely.

A typical day

My day begins at 3:00 a.m. after pressing the 2:30 snooze button. I begin with prayers for the day, get a quick fix of coffee, then check my emails and do any pending work from 3:30 to 5:30. I leave home at 6:00 to make it to the office by 7:00; my drive through the early morning fog and scenery of the Ngong Forest is pretty amazing. Before work starts I update my social media and look at relevant tech news. From 8:30 on I'm glued to my Mac, working on projects. I also sit in on interviews our journalists are holding and take photos. Near the end of the day I share any art I've created with our team for review and comments.

CIO 100
AWARDS

*CIO East Africa Creative Director **Jean Omboke** joined the company in June 2015.*

Best part of my job

Coming up with new concepts and design styles. I enjoy fusing abstract art with corporate brands; I like to use African designs on branded merchandise such as folders and conference materials. Clients will only adapt what they think might work for their companies when I can make them understand what's appreciated in the market.

Most challenging part of my job

Convincing our more traditional clients to use more modern art. For instance, I may want to play with a colored background or something abstract with an Intel or IBM logo. It's hard to break rules for some established brands, which in most cases is limiting to creativity.

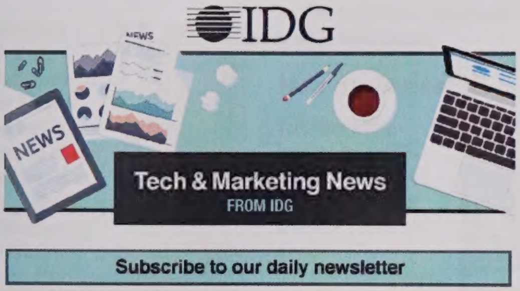
How I got involved in this career

It began when I was 14 and started using Photoshop. I found I had a talent for art and design and knew I could work in a creative field. I continue to focus on improving my skills with the constantly changing technology.

What colleagues would be surprised to learn about me

I'm a professional swimmer. I train swimmers at both the junior and senior levels and occasionally participate in competitions organized by the Kenyan swimming federation. ■

IDG Corporate Marketing unveils redesigned tech and marketing newsletter for enlarged audience



The daily news summary produced by IDG Corporate Marketing and emailed to interested employees has a new look and links to social media that make it easy to share content. This week, the newsletter will also be available for an external audience.

Now called "Tech & Marketing News from IDG," the newsletter aggregates top stories from tech and marketing news sites, including IDG sources, selected for their relevance to both employees and IDG's audience. Topics include media, marketing, mobile, social video, the tech industry and press mentions about IDG and IDC.

Content can be easily shared via LinkedIn, Twitter and Facebook or forwarded to colleagues via a page that includes IDG branding.

Who needs coffee
when you have the latest tech marketing news and trends delivered to your inbox each morning.
Subscribe to our daily newsletter
IDG

"This is another step in raising our profile externally and inserting IDG into the daily conversation," said VP Corporate Marketing **Jenny Fahlbush**. "It also helps reinforce IDG's deep domain expertise of the technology and business industry."

IDG employees can sign up for the newsletter here.

Contact Jenny Fahlbush.

Fundraising page for IDC's Amie White

Friends of **Amie White**, a longtime IDC VP who has battled cancer for the past 12 years, have put together a crowdfunding page to help support her and her family. Treatments are no longer working for Amie, and her husband Greg is job-hunting as result of a recent layoff while also caring for her and their two teenaged-sons at home.

***Amy** and **Greg White** have been recognized as top fundraisers in the fight against cancer by the Dana Farber Cancer Institute through their Pan-Mass Challenge bike ride efforts.*

Funds will be used for health insurance, non-covered medical expenses and basic expenses. Click here to learn more.

continued from page 3

One on one

consulting services and, last but not least, the recent launch of the IT Executive Program.

Q The IT Executive Program is one of IDC's global priorities. What is the agenda for that locally?

A The IEP program represents one of our very top long-term priorities and diversification goals. In the past three to four years, we focused on development of closer relationships with top CIOs across the region. The successful introduction of IDC CIO Summits since 2013 represented an important vehicle and channel in terms of raising awareness and credibility of IDC among senior IT executives of the largest organizations. Following this preparation stage, we initiated the launch of the IEP program last year. We follow a roadmap of gradual activation of CEE country operations and selectively position IEP services to prospective clients. We aim to accelerate the product rollout this year by additional investment in focused delivery and business development teams.

The IEP program addresses the needs of senior IT and business executives for independent, technology- and vendor-neutral insights and advice. The program leverages IDC's extensive research and knowledge of IT markets and has been designed to provide rational and hype-shielded insights into the best practices of adopting and using IT across various industries. The IEP services can be provided in two flexible engagement models; either in the form of a long-term, pre-packaged continuous subscription into IDC's knowledge base or in the form of ad-hoc custom advisory services focused on actionable decision-making support.

Q What are a few examples of consulting projects that illustrate challenges facing vendors these days?

A Our goal for vendor customers is to help them develop and implement winning business strategies founded on better informed, fact-based decisions, which is especially important in the age of digital transformation, wherein both the market landscape and customer needs are changing rapidly. IDC consultants and senior analysts assist ICT vendors in three key areas: 1) measurement and assessment of business opportunities; 2) strategy development; and 3) go-to-market strategy implementation. If I were to name a couple of the most popular consulting practices out of these three areas, it would be projects focused on assessment of new market segments (e.g., cloud, IoT), partnering support (e.g., channel development, optimization) and awareness building and lead generation support (e.g., marketing content and collateral development and dissemination). ■

IDC CEE, Austria, and Israel at-a-glance

Website http://www.idc-cema.com

Office locations: Prague, Czech Republic (also serving as the CEMA region HQ); Warsaw, Poland (also serving the Baltic States); Vienna, Austria; Budapest, Hungary; Bucharest, Romania; Sofia, Bulgaria; Zagreb, Croatia; Belgrade, Serbia; Athens, Greece (serving Greece, Malta, and Cyprus); and Tel Aviv, Israel.

noteworthypeople

Promotions

JOE MOLA

Reardon

CIO Executive Council (CEC) Client Relationship Manager **Sherri Reardon** has been promoted to senior client relationship manager. "Sherri began her journey with the CEC five years ago, initially supporting Pathways renewals and engagement, and over the last two years she has been managing enterprise West Coast member organizations and supporting their client engagement," said CEC Account Director, Central **Kath Marston**. "Her knowledge, experience and established client relationships allowed her to achieve great success in maintaining a high renewal rate, securing multi-year deals and unlocking upsell leadership development opportunities inclusive of Pathways and custom programs. With Sherri's extensive understanding of the CEC and customer experience this role will be focused on primarily on research, facilitating concierge peer discussions, updating workflows and processes and tagging members based on their expertise." sreardon@cio.com

JOE MOLA

Pagonis

CEC Associate Client Relationship Manager **John Pagonis** is now client relationship manager. "John joined the CEC in July, overseeing in excess of 76 member accounts with a spend of less than $10,000 in member services," Marston said. "In a short time, John has secured multi-year renewals, increased accounts to over the $10k threshold, converting membership dollars to other CEC products and has exceeded 100% of his renewals. Since his onboarding, he has been sharpening his leadership development skill set, so he can come out of the gate expanding revenues in existing accounts. His previous experience with supporting Global 500 accounts will be a natural transition to the support of the enterprise organizations." jpagonis@cio.com

New employees

Majukumar

Sabitha Majukumar joins **IDC** Financial Insights' London team as a senior research analyst. She will run the Worldwide Insurance Strategy research program, which studies the implications of emerging trends and technologies on insurers across the globe. She was previously a business analyst in the insurance division of Lloyds Banking Group and holds a bachelor's degree in technology from India's University of Kerala. smajukumar@idc.com

Yee

IDG Consumer & SMB has hired **Alaina Yee** as a reviews editor. She most recently worked at IGN as a tech editor and was managing editor at Maximum PC. She holds a B.A. in English literature from the University of California/Davis and enjoys videogames and going out dancing. ayee@idgcsmb.com

Send information for the Noteworthy page to world_update@idg.com.

Customize your IDG Central password

Do you want to change your auto-generated password for IDG Central, IDG's intranet, to something more easily remembered? Click here to connect to the Change Password form. If you don't recall your current password, click on the Forgot Password link.

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

35

Karen Weston *IDC*

29

Paul Mercer *IDG List Services*

28

Gregg Pinksky *U.S. Media*
Laura Brady *IDG Accounting*

23

Shane Rau *IDC*

21

Julie Boudreau *IDG HR IS*
Barbara Simon *IDG Australia*

18

Kate Zinn *IDG Corporate Sales U.S.*
Roman Maceska *IDC CEMA*

16

Brad Nickerson *IDG Corporate Support Group*
Jan Siroky *IDC CEMA*
Donald Jin *IDC*

15

Jan Hein Bakkers *IDG Netherlands*

14

Marie-Henriette von Wangenheim *IDG Germany*

12

Mimei Ito *IDC Japan*
Efrain Lopez *IDC*
Todd White *IDC*

11

Giovanna Saba *IDC U.K.*

10

Sergio Domingues *IDC Portugal*
Yukiharu Yorifuji *IDC Japan*
Fouad Charakla *IDC Middle East, Turkey & Africa*
Shabana Mahadiwala *IDC Middle East, Turkey & Africa*

9

Pam Stenson *CIO Executive Council*
Tina Marfori *IDG Strategic Marketing Services*
Mikael Salo *IDG Sweden*
Anna Lagercrantz *IDG Sweden*

8

Alexis Hines *U.S. Media*
Simon Hülsbömer *IDG Germany*
Brian Jackson *IT World Canada*
David Bradshaw *IDC U.K.*
Sylvia Wunsche *IDC Germany*
Hiroshi Shibutani *IDC Japan*
Sergey Maschenko *IDC Ukraine*
Oren Raviv *IDC Israel*

7

Jason Fleckles *U.S. Media*
Gregg Keizer *U.S. Media*
Wijnand Plekker *IDG Netherlands*
Patricio Soto *IDC Chile*

6

Ousmane Keita *IDC Czech Republic*
Efrat Drori *IDC Israel*

5

Carlo Davila *IDC Peru*
Stanislav Dohnansky *IDC CEMA*
Reena Sattar *IDC CEMA*
Denise Lund *IDC*

4

Tom Alexander *U.S. Media*
Thor Olavsrud *U.S. Media*
Aysen Demir *IDG Germany*
Jesper Markmann *IDC Nordic/Denmark*
Joey Noordhoorn *IDG Netherlands*
Mariya Zhilina *IDC Russia*
Catherine Soper *IDC*

3

Kristin Bollus *IDG Connect*
Pedro Dias *IDC U.K.*
Pim van Dijk *IDG Netherlands*
Lichy Alexander *IDC Czech Republic*
Tomas Doktor *IDC CEMA*
George Kozma *IDC Middle East, Turkey & Africa*

2

Stephanie Reitman *U.S. Media*
Kelly Kircher *IDC Germany*
Abraham Prieto *IDC Spain*
Sean Eo *IDG Korea*
Kendra Rhodes *IDC*

1

Mervyn Silverman *IDG Australia*
Julian Webster *IDG Australia*
Andy Schackow *IDG Germany*
Jessica Schmitz-Nellen *IDG Germany*
Verena Manlig *IDG Germany*
Marc Symon Marcellano *IDG Germany*
Laurence Freeborn *IDC U.K.*
Judith Justin *IDC U.K.*
Jacob Schmidt *IDC Nordic/Denmark*
Gabrielle Ribeiro *IDC Brazil*
Jaime Cubillos *IDC Brazil*
Ruslan Gabitov *IDC Central Asia*
Stanislav Novak *IDC CEMA*
Terry Frazier *IDC*

Send information for the Anniversary section to world_update@idg.com.

unsunghero

Monique Caron

Principal Software Engineer

U.S. Media

Do you know a person whose quiet contributions help ensure the success of the whole group? Write to IDG World Update.

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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thanksto

The editors of IDG World Update would like to thank the following people who assisted with this issue:

Monique Caron *U.S. Media*
Kate Davis *U.S. Media*
Cathy Kelly *IDC*
Jean Omboke *African eDevelopment Resource Center*
Manuel Pastor *IDG Spain*
Jan Siroky *IDC CEMA*

*IDG Communications Manager, Software Engineering **Kate Davis** named Principal Software Engineer **Monique Caron** her team's Unsung Hero. "I could write a novella about how awesome Monique is," she said. "She brings the perfect blend of elegant solutions with a get-it-done business sense. She cultivates a standard of excellence and a passion for technology that raises everybody's game and is a joy to work with."*

Home Nashua, N.H.

Title Principal software engineer, U.S. Media Engineering

Primary job responsibilities
I work with a group of developers that support and engage in new development for the "Central Reg" framework. This is a suite of applications that integrate with the brand websites, Central Intelligence and Salesforce's CRM product PDRS. Its primary purpose is in the capture of lead generation data, which is very important to sales and marketing. I'm also responsible for developing and communicating the long-term strategy for Central Reg to management and stakeholders.

Three things I do in a day's work
- Support Digital Account Service's strategic and tactical lead generation initiatives
- Work with the management team to identify and scope out project priorities
- Assist developers in the growth of their programming skills

What I love most about my job
The greatest reward is the excitement developers have when they're challenged and learning new skills. Sharing in this passion for technology makes the job truly fun.

A hot-button issue I'm dealing with on the job
The technology landscape is vast and for developers it can be frustrating in determining which development methods, programming languages and tools they should adopt. I've accepted that I cannot learn it all but must focus and specialize on a subset of technologies. My career path now points me toward the Big Data horizon and exciting new opportunities for innovation at IDG.

*U.S. Media Principal Software Engineer **Monique Caron** joined IDG in October 2005.*

Latest accomplishment
I recently assisted in the redesign and development of the Insider registration service. This provides exclusive access to premium articles, product guides, reviews, how-tos and more. Its second phase will share a visualization and analytics dashboard with stakeholders that will be powered by Big Data technologies.

Career highlight
Defined an architectural solution for Central Reg that met the technical and stakeholder requirements while delivering the project on time and on budget.

Interests outside the office
Spending quality time with family; my two Labradoodles, Rubie (see above) and Gertie, and Seamus the Siamese cat; preparing healthy pet food (yes, I cook dog food); plein air painting, particularly pet portraits.

What others can't tell just by looking at me
I served in the U.S. Army Military Police Corps.

IDGWorldUpdate
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Cross-company collaboration aids Telefonica campaign

The successful delivery of a multiformat program with unique components was implemented by the German Strategic Marketing Services team with support from Computerwoche editorial and SMS in the U.S.

SEE MORE ON PAGE 4

Also inside

Ramanathan, O'Malley win Patrick J. McGovern Awards
One on one: IDGE SVP/Publisher Adam Dennison
IDG Germany brokers deal to be Amazon testing partner; opportunity for other IDG units to participate
Unsung Hero: InfoWorld Senior Editor Jason Snyder

IDG Netherlands voted most valued online media partner by readers of the Dutch equivalent of Ad Age.

SEE MORE ON PAGE 6

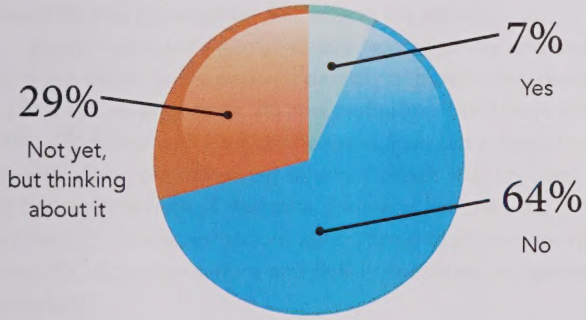
2015-2016
GLOBAL

IDG China hosts 10th annual Global Top Brands awards at Consumer Electronics Show.

SEE MORE ON PAGE 7

Question of the week results

Have you ever bought a drone for yourself or given one as a gift?



Log on to www.idgcentral.com to vote on this week's question:

Should Twitter abandon its 140-character limit?

CLICK HERE

See the news summary on IDG Central

The daily news summary is produced by IDG Corporate Marketing and provides links to IDG, IDC and industry news on media, marketing, mobile, social, video and the tech industry. You can view the News Summary on IDG Central's Press Summary section or request to be added to the distribution list by contacting Colleen Barry. Recent news items include:

Business Insider to launch in the Nordics with Bonnier as its partner (Smashdig)

The former CEO of Mozilla is launching a web browser that blocks all ads by default
(Business Insider)

LinkedIn is once again driving big traffic to publishers
(Digiday)

Publishers scramble to prepare for Google's fast mobile pages initiative
(Digiday)

Is the PC Dying? No, Probably Not
(Cheat Sheet)

Kumaran Ramanathan, John O'Malley win Patrick J. McGovern Awards

Annual awards honor management excellence and entrepreneurship at IDG Communications

Two business unit executives have been named recipients of the Patrick J. McGovern Awards for outstanding performance in FY15. Winners of these annual honors, which recognize outstanding leadership and innovation, are selected by members of the IDG Management Team; IDG President and CFO **Ted Bloom** presented each winner with his award. (The IDC winners, IDC SVP **Eric Prothero** and IDC Germany and Switzerland & IDC Benelux Managing Director **Wafa Moussavi-Amin**, were announced last week.)

IDG Global Services Chief Executive **Kumaran Ramanathan** received the Patrick J. McGovern Award for Management Excellence for IDG Communications.

Ramanathan served as IDG Global Solutions VP/EMEA from 1999-2001 and returned to IDG in 2010 as IGS managing director. In October he was named chief executive of IDG Global Services, which consists of IDG Global Solutions, IDG Strategic Marketing Services, U.S. Corporate Sales and IDG Research Services.

Ramanathan

"Ram has been an integral player in the transformation of our business in building and leading a first-class sales organization and recently globalized strategic marketing services," Bloom said. "His ability to work and collaborate across company lines is second to none and is a model which we should all strive to emulate. His energetic leadership and presence are felt around the globe."

Bloom highlighted Ramanathan's "extraordinary understanding of our clients and consistent delivery of outstanding results." In 2015, IGS revenue grew 3% and profits improved more than 200%. "Together with his first-rate team, Ram did a magnificent job centralizing our marketing solutions capabilities by creating five regional hubs in Australia, Germany, Sweden, the U.K. and the U.S. This new structure will continue to drive innovation across IDG Communications and deliver consistent programs worldwide."

'"When I think of the past winners, the quality and caliber of those people shine through; it is an honor and a humbling experience to be in the company of these IDG greats," Ramanathan said. "This award is the embodiment of the hard work, excellence and pride that all of the groups under the Global Services umbrella bring every day to IDG. It's a privilege to work among so many talented people and to be in a role where we can represent IDG on a global basis. This award is great for the team and wouldn't have been possible without all of their efforts in FY15."

John O'Malley, CEO of IDG Connect, IDG Direct and IDG List Services, won the Patrick J. McGovern Award for Entrepreneur of the Year for IDG Communications.

O'Malley joined the company in 1999 as director of strategy and business development for IDG Global Solutions. He served as president, IGS EMEA for a year and president and CEO of IGS Worldwide until 2011. He has been CEO of IDG List Services and IDG Connect, which he launched, since 2007 and CEO of IDG Direct since 2011.

"John's leadership and innovative talent took IDG Connect, IDG Direct and IDG List Services to new heights in FY15," Bloom said. He noted that O'Malley had the responsibility of centralizing all of the demand generation efforts across IDG Communications' international portfolio along with centralizing all of the demand generation delivery in the U.S. "John and his team not only succeeded in putting forward a working model that allowed us to exceed customer expectations, but he did so while growing worldwide demand generation revenue by 21%," he said. In addition, IDG Connect exceeded profit plan by 20%, which was an 89% improvement over FY14.

O'Malley

IDG Direct does approximately one million phone calls per month, fulfilling leads in 147 countries, Bloom said. "This telemarketing engine has powered our high-quality lead capabilities and has helped drive IDG Sonar [account-based marketing programs] to more than $5 million in revenue in just one year."

"I am deeply honored to receive this award on behalf of a village of people at IDG Connect, IDG List and IDG Direct," O'Malley said. "2015 was a phenomenal year for our group and was really the result of an incredible group of dedicated people developing and refining our products and services during the course of many years. My sincere thanks goes to the team that I am lucky enough to represent."

Write to Kumaran Ramanathan and John O'Malley. ■

OneonOne

Adam Dennison

IDG Enterprise

The SVP and publisher at IDG Enterprise is this week's columnist. Reach him at adennison@idgenterprise.com.

> "Our events and corporate marketing teams have piloted several [account-based marketing] programs using LinkedIn, various executive database services and our own personal connections to successfully fulfill a new dinner series in which we help a single vendor focus on named accounts."

Q What are the top priorities of today's CIOs and IT professionals, and how is IDGE meeting those needs?

A There are three big challenges/priorities that CIOs today are telling me that they are dealing with. In no particular order they are talent, security and making the move to a digital business. These all play off of each other as well. As organizations are making the push toward a more automated or digital business, they are investing in new and emerging technologies; I see data, cloud and mobile leading this charge. With those investments and deployments comes a lot of risk, and also CIOs are seeing gaps and deficiencies among their current teams from a skills perspective. At IDGE we certainly produce great content, products and services to help CIOs and other IT leaders down their digital journeys — the focus for our Agenda conference the last two years was squarely on digital. Certainly security is core to what we offer through our CSO brand, and the CIO brand is covering security a lot more these days as well. I'm working with CSO Publisher **Bob Bragdon** on several joint programs that bring our brands together. The first program we are looking to pilot is a joint research project sponsored by a single vendor partner, and then that research will be used to create content pieces and become the backdrop for a face-to-face event series.

As for the talent piece, on the media and events side, we write about talent issues and opportunities, and we are partnering with a leading executive search firm, Heidrick & Struggles, at our CIO Perspectives events in main stage sessions to help IT leaders with talent issues. On the IT Roadmap front we are featuring Computerworld Best Places to Work winners in a closing session designed to help attendees learn best practices for creating a great IT organization that will help attract and retain talent.

Q What are IDGE clients' priorities for this fiscal year?

A It's all about driving connections for our clients so that they can generate leads for the pipeline and make sales. If we aren't putting together compelling programs and events that help them do this we will not earn their business the following year.

Q What are your priorities as we head into the next three quarters of the fiscal year?

A Certainly my first and foremost priority for the fiscal is to meet and exceed our plan — that is the IDG way. Through Q1 the IDGE events team is on target to meet and exceed these goals. Beyond that I want to profitably grow our event portfolio both in terms of net new events and ways to get more sponsors into our current events. Additionally, we have been very focused on growing our event services (content development, speakers, project management) to attach ourselves to client-run events and user conferences. This is a very profitable business and gets us access at the highest levels with our clients. In FY15 we did 10 to 15 events where the client ran the event and we were brought in as content experts/speakers. This included events where I was a keynote speaker/moderator — such as the Microsoft North American CIO Summit and the Shoretel Worldwide Partner Conference — as well as CIO executive meetings that we ran as part of larger user events for VMWare, BMC and Villanova and others.

Q What are a few new ideas you're trying with CIO Perspectives and IT Roadmap series?

A Each year we look at these two regional event series and make decisions on what will make them better for our attendees and our sponsor partners, as well as what might make them more profitable for us. This year in IT Roadmap we've decided to open up three new markets (Atlanta, Orange County, Calif., and Seattle). Our vendor partners have been asking about these markets, and we believe it is time to pilot them with this event series. Additionally, we are launching a main stage sponsor panel at IT Roadmap that we believe will be a huge success based on how well it has done at CIO Perspectives the last two years. I moderate the panel at CIOP and Network World Editor-in-chief **John Dix** will do so at ITR. We have four spots open for vendors and target emerging start-up vendors so that we can provide them with a cost-effective way to get a main stage speaking opportunity.

With CIO Perspectives we've decided to take aim at the Internet of Things trend and open up two CIO Perspectives events focused on that topic. We will be calling it The Industrial Internet, and we are starting with Chicago and Orange County and then, based on success, we will build from there. These events will have a very similar format to CIO Perspectives and certainly benefit from the brand association, but the content will be entirely focused on IoT/The Industrial Internet.

Q Are you seeing any trends in the advertising or event space from the customer perspective?

A The big thing I've been seeing over the last

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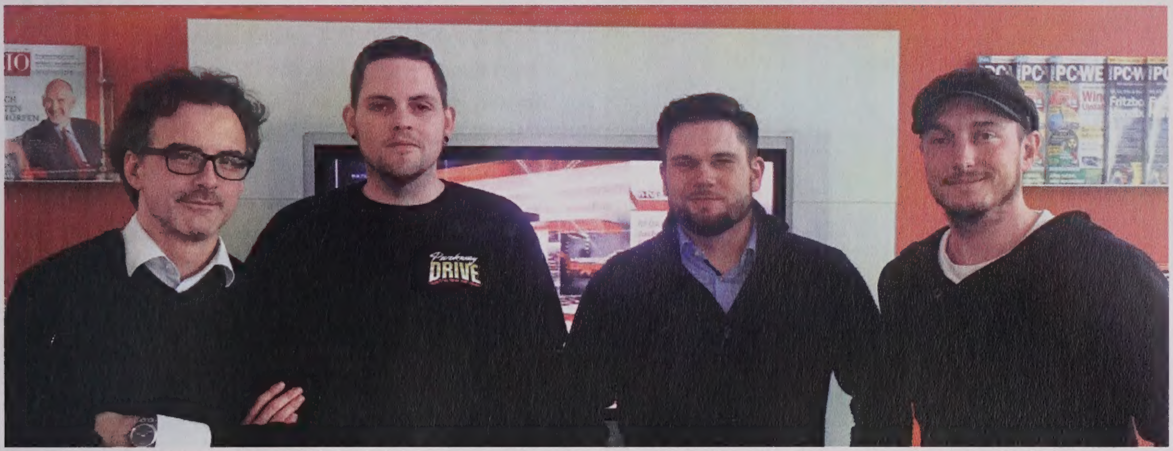
IDG Germany's Telefonica campaign benefits from cross-company collaboration



Among key staff at IDG Germany responsible for the Telefonica program are (l-r): ***Karsten Linde,*** *director, Media Strategy and Marketing;* ***Florian Maier****, Computerwoche editor;* ***Sebastian Nissen****, director, Products & Project Management; and* ***Karsten Schmidt****, director, Sales Media Solutions.*

IDG Germany's successful delivery of a multiformat program incorporating sponsored content in a storytelling format, innovative video delivery, a webinar and a unique ad format — bolstered by guaranteed performance results and clearly defined KPIs — has the client — the M2M division of Telefonica — so pleased it is recommending IDG to other divisions within the company.

Telefonica, one of the largest mobile network providers in the world, was looking to raise awareness of its M2M (machine-to-machine) capabilities in the German market, explained **Karsten Linde**, director, Media Strategy and Marketing. "This win is directly attributable to IDG's ability to offer a complete set of innovative marketing tactics to address audiences in a targeted and data-driven manner," said Linde, who, along with Director, Sales Media Solutions **Karsten Schmidt**, made the initial pitch to the client back in August 2015. Led by **Sebastian Nissen**, director, Products & Project Management, the program was implemented by the German Strategic Marketing Services (SMS) team with support from the Computerwoche editorial team and the SMS group in the U.S. It rolled out in September and concluded in December 2015.

Armed with the knowledge that Telefonica already had its own Slideshare account and some interesting videos on the topic of M2M, Linde and Schmidt proposed a multipronged effort that included:

- **Storytelling**. Using a digital storytelling tool called Pageflow, now available as open source software, IDG Germany has been creating multimedia content that combines videos, photos, audio and text to create interactive stories and reports in a single narrative flow. Linde's and Schmidt's proposal included creating an editorial Pageflow-based M2M storytelling piece of content that Telefonica could sponsor and guaranteed 10,000 unique users. The editorial Pageflow "Internet of Things" was created by **Florian Maier**, Computerwoche editor, who also worked closely with Telefonica's creative agency in order to provide guidance on Pageflow's technical capabilities.

Status: All KPIs delivered within the campaign's three-month duration.

- **Video distribution**. Using Teads' inRead product, IDG inserted links to Telefonica's existing M2M-focused videos in related editorial content on its German Enterprise Premium Site (CIO, Computerwoche) along with a guarantee of at least 40,000 views. "That guarantee was even more challenging as we determined a view would only be counted if the user watched at least 25% of the video — and the Telefonica video happened to be more than two minutes in length," Linde explained.

Status: Delivered in full.

> "It was great to see the level of teamwork and commitment in the Telefonica project. Sales, Computerwoche editorial, SMS Germany and SMS U.S. really combined forces to deliver an innovative program with a great chance for repeat business."
>
> *Sebastian Nissen*

continued on page 7

IDG Germany brokers deal to be preferred Amazon testing partner

Product partnership deal available to any interested IDG business unit

***Ole Evers** (left) and **Christian Löbering** were responsible for brokering a lucrative partnership deal with Amazon that is accessible to IDG business units worldwide.*

IDG Germany this month agreed a deal with Amazon.de that makes it a preferred product testing partner for the global online retailer. IDG Germany's test lab will now receive 20 free devices per month from Amazon with next-day delivery. Amazon will also provide IDG Germany with a list of its best-selling tech devices for potential review by IDG Germany. And thanks to IDG Germany's participation in the Amazon Affiliate program, IDG Germany will receive a percentage of any Amazon sale that comes through an IDG Germany site, even if it is not tech-related. The Amazon product partnership is also open to any interested IDG business unit.

When **Christian Löbering**, online editor-in-chief for PC Welt and Macwelt, attended the Expanded International Managers Meeting in Prague, he met his colleague Matt Egan, editorial director, PC Advisor and Macworld U.K., who told him about IDG U.K.'s plans to get testing devices from Amazon by demand. That in mind, Löbering and his colleague **Ole Evers**, director, Business Development, IDG Germany, developed a plan to institutionalize a broad cooperation with Amazon for the mutual benefit of both companies. "We were looking for ways to create new types of content that would appeal to a wide variety of users and had a large commercial appeal," Löbering said. "We also wanted to find an easier and quicker way to get devices to test.

"When we approached Amazon about the partnership, they were pretty reserved," he said, "and didn't know how they would benefit from this kind of deal." After the first meeting, Evers provided Amazon with an extensive calculation of the additional revenues Amazon would generate through IDG Germany's e-commerce activities and showed that "we are able to quickly create content around the most currently relevant devices. The next time we met, they not only agreed to our proposition but decided to scale it globally."

A PCWelt.de reader who likes what she read in a review of a new smartphone is a click away from buying that phone on Amazon.de by using the Amazon Banner embedded in the review. Each of those clickthroughs to Amazon adds to IDG Germany's revenue, as do all of the reader's future Amazon purchases in any product category.

When a reader clicks on the Amazon Banner Amazon places a salestracking cookie in the reader's computer, which has the potential to earn IDG Germany revenue even beyond tech products. "We get a large amount of revenue from sales of clothes, gardening tools, home appliances, etc., things we don't review on PCWelt.de but that are bought by our readers," Evers said. "The percentage of our commission varies. Last year it depended only on the total monthly sales. The more sales we generated, the higher our revenue share was, no matter what type of product was sold. We generated about 33.000 € in revenue or US$35,000 in Q1 of FY 15."

In summer 2015 Amazon Germany launched a new commission program that provides lower revenue shares for technology products, Evers explained. "As IDG Germany derives approximately half of the total Amazon revenue from tech products, we suffered instantly from this change. That's when we started to negotiate with Amazon about our terms and conditions," Evers said. "We argued that pcwelt.de and macwelt.de are trusted brands that deliver high-quality traffic to Amazon and that this fact stands in contrast to the decreased standard compensation we got from Amazon."

> "I suggest any IDG business unit that thinks this kind of deal could be relevant to them to quickly get in touch with their local Amazon. IDG Germany is the first publisher in the program, but there will soon be a second one in Germany, and we don't know who it will be."
>
> *Christian Löbering*

The new deal with Amazon includes another interesting aspect concerning the share: Amazon is going to restore IDG Germany's share to a higher level. "At first, the additional money is going to pay for an independent conversion expert who will optimize our e-commerce-im-

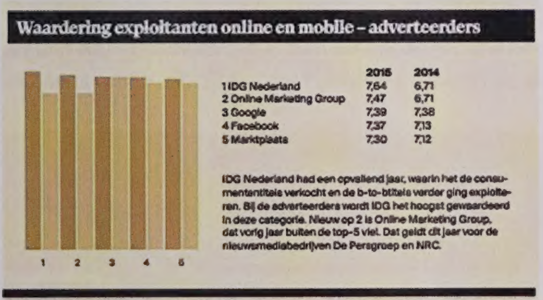
continued on page 8

IDG Netherlands voted most valued online, mobile media

For the first time, IDG Netherlands was voted the most valued online and mobile media partner by clients responding to an annual ranking in the Dutch publication Adformatie (the Dutch equivalent of Ad Age). Clients rated the company above Google, Facebook and Marktplaats (equivalent of eBay). IDG Netherlands finished in fourth place in 2014 in the same category.

"This recognition is truly the result of an outstanding an ongoing team effort at IDG Netherlands that has made all the difference to our clients," noted **Maringo Vlijter**, managing director. "Our sales, delivery, development and editorial services teams work very closely together to create successful programs on behalf of our clients."

*Above: Most of IDG Netherlands' 16-person staff gathered for a team photo last week. Front row (l-r): **Donovan Kerssenberg**, editor; **Annelies Bos**, project director, SMS; **Rene Schoemaker**, senior editor; **Ben Tumminaro**, senior developer; and **Joey Noordhoorn**, manager, digital. Sitting on table (l-r): **Maurice Otte**, data and ad operations manager; **Sander van der Meijs**, chief content officer. Back row (l-r): **Consuela Fung**, CFO; **Gabriella Meijnckens**, COO; **Wijnand Plekker**, senior client service manager; **Rogier Warnink**, senior client service manager; **Maringo Vlijter**, managing director; and **Danny Adamse**, external ICT support. Not pictured: **Henk-Jan Buist,** editor; **Liam Baker**, new business development manager; **Pim van Dijk**, marketing and events; and **Mahfoud Benrahouan**, account manager.*



Waardering exploitanten online en mobile – adverteerders

	2015	2014
1 IDG Nederland	7,64	6,71
2 Online Marketing Group	7,47	6,71
3 Google	7,39	7,38
4 Facebook	7,37	7,13
5 Marktplaats	7,30	7,12

IDG Nederland had een opvallend jaar, waarin het de consumententitels verkocht en de b-to-btitels verder ging exploiteren. Bij de adverteerders wordt IDG het hoogst gewaardeerd in deze categorie. Nieuw op 2 is Online Marketing Group, dat vorig jaar buiten de top-5 viel. Dat geldt dit jaar voor de nieuwsmediabedrijven De Persgroep en NRC.

At left: IDG Netherlands was identified by clients responding to Adformatie's annual ranking as the most valued online and digital media partner in the local market—preferred over Google and Facebook.

noteworthypeople

New employees

IDC U.K. has hired **Khushbu Bohra** as a commercial marketing executive. Previously a marketing executive with ServicePoint UK, she has a B.A. in commerce from Mount Carmel College in Bangalore, India, and a post-graduation diploma in events and public relations. She enjoys traveling and adding to her food blog Seasonedwithluv.com. kbohra@idc.com

Bohra

Returning employees

IDG Strategic Marketing Services' new director, Applied Intelligence is **Gordon Plutsky**. Most recently SVP, Marketing Strategy at Digital Bungalow, he was marketing manager for IDG's Digital News from 1988 to1992. He earned a B.A. in psychology from the State University of New York/Albany and an MBA from Boston's Northeastern University. He recently launched and ran the first annual Pete Frates 5K Race "to raise money to build an American with Disabilities Act-compliant park named for Pete, an advocate for ALS research and the founder of the ALS Ice Bucket Challenge. He grew up and lives in my neighborhood." gplutsky@idgcommunications.com

Plutsky

Cathy Kelly joins **IDC Framingham** as a human resources project specialist, coming from Visual IQ where she was the human resources manager. She holds a B.S. in marketing from Providence (R.I.) College and an M.E. in English from Framingham State University. She enjoys being outdoors "as much as possible — long walks, hiking, biking, skiing or my favorite: sitting on a beach chair with a great book." ckelley@idc.com

Kelly

continued from page 4

Telefonica

• **Webinar and leads**. IDG Germany produced a webinar with several Telefonica experts explaining why Telefonica has the right solution in the VoIP market. The 30-minute webinar was produced as an on-demand product, and IDG guaranteed a minimum of 70 qualified registrations from IT decision makers and business decision makers in companies with more than 20 employees.

Status: Exceeded delivery guarantee with 130 of registrations

• **Innovative ads**. Using Telefonica's existing Slideshare account, IDG proposed to connect it with an ad called a "Slideshare ad unit," which originated from the IDG SMS' Quick Win product portfolio. It gives users the chance to directly click business slides within an ad unit. SMS U.S. supports the German team and created the Slideshare ad units via its New York-based digital design and production group. The ads were locally delivered in an expanding billboard format to a targeted audience guaranteeing a minimum of 2,000 views of the inserted slides.

Status: "After a delivery of approximately 55% of the guaranteed views we moved the remaining budget to SCORE-mailings (highly targeted HTMLs with a guarantee of at least a 35% open rate) so we wouldn't fall short by the end of the campaign," Schmidt explained. "As we had never run this creative before we had no precise experience to build our assumptions upon. Unfortunately, the Slideshare ad unit wore out much faster than we hoped for and booking parameters within DFP [DART for Publishers] couldn't be aligned 100% to the reports of the Slideshare ad unit we received from SMS U.S., so we decided to play it safe and move the budget. Fortunately, Telefonica appreciated that decision and called it 'prudent guidance and reasonable campaign optimization,'" Schmidt noted.

As a result of this highly successful program, Telefonica's M2M division is considering an evolution of the "Internet of Things" to an "Internet of Everything" Pageflow, more inRead video about M2M linking from IDG to their sites and several new innovations in the first quarter of 2016 to highlight events like Mobile World Congress and the CeBIT trade fair, Linde said. "In addition, we are scheduling a meeting with Telefonica's digital phone division, which was advised internally to discuss several demand gen and content marketing opportunities with IDG," he said.

Linde and Schmidt pointed out that the team took away three important lessons from this effort:

1. Innovative solutions sold by enthusiastic people work.
2. Clear guarantees are key. "The days of offering impressions and 'let's see what happens' are over."
3. Use IDG's global capabilities and resources in order to generate ideas, insights and/or delivery support.

Nissen added that the joint team effort across several IDG departments and countries made this project stand out. "It was great to see the level of teamwork and commitment in the Telefonica project. Sales, Computerwoche editorial, SMS Germany and SMS U.S. really combined forces to deliver an innovative program with a great chance for repeat business."

Linde said he and Schmidt are happy to speak with IDG colleagues who would like to learn more about this program. Reach them at kschmidt@idgbusiness.de or klinde@idgbusiness.de. ■

IDG China hosts 10th annual Global Top Brands awards at Consumer Electronics Show

2015-2016
GLOBAL
TOP
BRANDS
Decade for New Pattern
Better Brand and Promising Future

*IDG CMO **Josh London** being interviewed at the awards ceremony.*

2015-2016
GLOBAL

***Josh London** stands with winners of a Global Top Brand Award at this month's CES.*

IDG China hosted the 10th edition of its annual Global Top Brands awards at this month's Consumer Electronics Show in Las Vegas. On hand to present the awards was IDG Communications Chief Marketing Officer **Josh London**. Noting that it's been a decade since IDG's first Global Top Brands awards ceremony, London said, "Each of us has been witness to stunning technological change in the consumer electronics industry in the past decade. This tremendous change would not have been possible without your passion, dedication and ongoing contributions to the development of new products, services and technologies. And it's your efforts that we're recognizing tonight."

Awards were presented in the following categories: Top 50 Consumer Electronics Brands, 2015-2016 Global TV brands Top 20, 2015-2016 Global Smart Connectivity Device Brands Top 15, 2015-2016 Global Smart Phone Brands Top 15 and the 2015-2016 Top 10 Consumer Electronics Brands from China. The event was covered by hundreds of international media. For more information contact IDG China Deputy Project Manager Florence Liu.

continued from page 5

Amazon partnership

plementations in order for IDG Germany (and Amazon) to get a better conversion rate through the content. If the effect of this project is positive, Amazon will continue to pay off the higher share, after the optimization has ended," Evers said.

IDG Germany editors are free to choose any 20 tech devices offered by Amazon per month. Löbering said they have just placed their first order. Among the products they will be reviewing will be TVs, notebook and tablet computers, smartphones, PCs, accessories, routers, drones and smart-home appliances — "everything that is or will be relevant to our tech-savvy audience," Löbering said. Depending on the type of product, testing can take a few hours to several days, and a review will be posted shortly after testing is completed. IDG Germany must then return the products to Amazon.

Löbering said Amazon has no input into which products are chosen to be tested and reviewed. "The deal does not include any editorial obligations," he said. "We are free to produce whatever kind of content we want with the devices. Our main interest is to create content that generates a lot of traffic and has a good commercial conversion in terms of revenues for us."

He added that IDG Germany reviewers are not obligated to order and review Amazon's best-selling products. "While bestsellers is a good category to cover, we can choose whatever we want from Amazon.de."

The Amazon partnership is also "great for Google traffic," added IDG Germany Publisher **Jonas Triebel**. Product comparison tests, such as "The Best Phones for Under...," drive a large percentage of IDG Germany's traffic. Consumers willing to buy a certain type of device are often looking for a specific device from a specific manufacturer via Google searches.

"With this new deal, we are now able to provide content about the most relevant and researched devices quickly," Löbering said. "The upshot should be that users will more often find what they are looking for in our articles, which should result in more and better user click-throughs, more backlinks and therefore better rankings in organic Google Search."

To view Christian Löbering's quick guide to taking advantage of the Amazon partnership, click here.

He added that IDG Germany publishes 25 to 30 reviews and lab tests each month. "We are going to increase this number, since it will now be easier for us to get devices to test."

Löbering has put together information on how other IDG business units can take advantage of this partnership. He said Amazon is willing to start with two publishers per country. "I suggest any IDG business unit that thinks this kind of deal could be relevant to them to quickly get in touch with their local Amazon," he said. "IDG Germany is the first publisher in the program, but there will soon be a second one in Germany, and we don't know who it will be."

For more information contact Christian Löbering or Ole Evers. ■

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

34
Renee Pierce *IDG Corporate Services Group*

29
Claudette Sears *IDG Research*

23
Laura Nurzynski *IDC*

20
Richard Bailey *IDG U.K.*

18
Kevin Ebmeyer *U.S. Media*
Christopher Murphy *IDC*

16
Shirley Chua *IDC Singapore*
Hannah Richardson *IDG Australia*

15
Karen Moser *IDC*

14
Debi Temple *IDG Corporate Services*

13
Mike Gee *IDG Austraila*

11
Gary Crandall *IDG Corporate Services*
Jill Feblowitz *IDC*

10
Terry Hou *IDC China*
Matthew Davis *IDC*

6
Jocelyn Galan *IDC Mexico*
Anh Nguyen *IDG U.K.*

5
Dustin Kehoe *IDC Singapore*
Alice Happ *IDG Sweden*
Kanupriya Kanupriya *IDG U.K.*
Naveen Chander *IDC*
Sven Lohse *IDC*

4
Peggy Cheung *IDC Hong Kong*
Izabela Sakowicz *IDG Poland*
Gabriele Roberti *IDC Italy*
James Lenza *IDG Strategic Marketing Services*
Lisa Nagamine *IDC*
Elisabeth Cook *IDC*

3
Sang-Hyuk Doh *IDC Korea*
Suvid Tubtimcharoon *IDG Strategic Marketing Services*
Jennifer Vaillancourt *IDC*

2
Brandon Chen *IDC Singapore*
Anna Smedberg *IDG Sweden*

1
Michael Yu *IDC China*
Axel Caballero *IDC Mexico*
Rebeca Arguello *IDC Spain*
James Hutchins *IDC U.K.*
Jordan Neurminger *IDG Training and Development*
Jawad Bajwa *IDG Australia*

continued from page 3

One on one

couple years is marketing toward named accounts, i.e., account-based marketing. A client might come to us and say, for example, 'We are targeting these 1,000 companies and that is all we want from a lead perspective and/or at our events.' The idea is that the vendors are trying to upsell and cross-sell into these organizations vs. growing their account base overall. At IDGE we are building out products and programs aimed at this initiative. The digital team has developed a product suite that is already being used by clients. For example, a client will provide us with a list of accounts, and we will run targeted banners to them across our IDG Enterprise sites as well as the Tech Network sites. We will also partner with Tech Network and IDG Connect to run a guaranteed lead gen program against those accounts.

On the events side it is more challenging, as we can't just apply a technology solution. Our events and corporate marketing teams have piloted several programs using LinkedIn, various executive database services and our own personal connections to successfully fulfill a new dinner series in which we help a single vendor focus on named accounts. Our next goal is to have a fully baked solution for account-based marketing events. ■

unsunghero

Jason Snyder

Senior Editor

InfoWorld

*InfoWorld Executive Editor **Galen Gruman** named Senior Editor **Jason Snyder** his team's Unsung Hero. "A superb editor, Jason assigns and edits all of the InfoWorld's feature content. He delivers a consistent mix of thought-provoking articles and slideshows targeted at our high-value readers. That's helped our traffic grow among the right readers. He also programmed an analytics tool for InfoWorld (since shared with other IDG Enterprise sites) that analyzes our editorial lead-generation promotions and opportunities to suggest where we could make promotional changes to get more Insider readers. As a result, InfoWorld consistently provides more signups — both overall and in terms of the high-quality demographic most sought by sponsors — than any other IDG Enterprise site."*

Home Portland, Ore.

Joined IDG A circuitous 13 years ago, starting as a freelancer. After some stints freelancing and part-timing on the copy desk, I went full time as a copyeditor in 2004 and made the shift to editing features for the then-print magazine soon thereafter.

Primary job responsibilities I am responsible for providing our readers with long-form content that piques their technical interests, helps them do their jobs better and occasionally elicits a belly laugh, working primarily with freelance writers and technologists. I also help establish and maintain InfoWorld's editorial strategy and experiment with ways technology can aid in reinforcing those efforts.

Three things I do in a day's work
- Edit long-form content.
- Monitor the larger conversation around technology and IT careers on the web for ideas, trends, and insights.
- Analyze our web traffic as a means of reader feedback and for surfacing ideas and opportunities for future articles.

What I love most about my job The latitude for creativity, not just in surveying a broad variety of technical topics for our readers but also in experimenting with web development to tackle internal editorial problems.

*InfoWorld Senior Editor **Jason Snyder** joined the publication as a freelancer.*

A hot-button issue I'm dealing with on the job How to help InfoWorld and IDGE grow its Insider registered reader base and serve the needs of Insider readers once they register.

Latest accomplishment I created a web app to help our team better track and analyze Insider registrations for gated content.

Career highlight(s) Being part of InfoWorld's successful transition from print to the web, working with a great team and creative, and often idiosyncratic, freelance writers, and getting to meet Uncle Pat [McGovern].

What I'm doing to be a better employee I am currently working on curating mixtures of previously published articles into Deep Dives that our readers can register to download.

Interests outside the office Spending time with my wife and six-year-old twins, hiking, writing, reading, exploring.

What others can't tell just by looking at me I run a small poetry and fiction press, Sidebrow Books, and recently published my first novel.

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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thanksto

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IDGWorldUpdate

EMPLOYEE NEWS AND INFORMATION

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ONE ON ONE - *page 3* | NEWS - *page 4* | ANNIVERSARIES - *page 7* | UNSUNG HERO - *page 8*

IDC winners of Patrick J. McGovern Awards for FY15 announced

IDC SVP for Worldwide Tracker Research Eric Prothero and Managing Director of IDC Germany and Switzerland and IDC Benelux Wafa Moussavi-Amin earned the awards honoring leadership and innovation.

SEE MORE ON PAGE 2

Also inside

One on One: Jyoti Lalchandani, group VP, regional managing director, IDC META

IDG Germany revamps audience, business model for B2B event series

On the job: IDC U.K. Sales Operations Manager Kyle Price outlines his responsibilities.

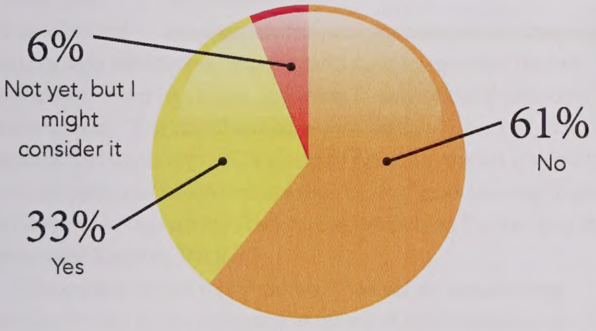
SEE MORE ON PAGE 5

Unsung Hero: IDC Mexico Verticals Analyst Roberto Membrila is this week's nominee.

SEE MORE ON PAGE 8

Question of the week results

Have you ever used an online dating service?



Log on to www.idgcentral.com to vote on this week's question:

Have you purchased a drone for yourself or given one as a gift?

CLICK HERE

IDGNS @ CES

The IDG News Service CES team — (l-r): Martyn Williams, James Niccolai, Blair Hanley Frank and Nick Barber — snagged this table in a food court at the Mandalay Bay Conference Center because it had power outlets, a valuable commodity when working on the road. The News Service put out 27 video reports during the week, including many in collaboration with IDG.tv, along with 38 text stories and dozens of images. Colleagues Agam Shah and Stephen Lawson provided invaluable support from home base.

IDC's Prothero, Moussavi-Amin win Patrick J. McGovern Awards

Annual awards honor exemplary leadership, innovation; IDG Communications winners named next week

Two IDC senior leaders were named recipients of the Patrick J. McGovern Awards for outstanding performance in FY15. Winners of these annual honors, which recognize outstanding leadership and innovation, are selected by members of the IDG Management Team; IDG President and CFO **Ted Bloom** presented each winner with his award. (IDG Communications winners will be announced in next week's issue.)

Eric Prothero

IDC Senior Vice President for Worldwide Tracker Research **Eric Prothero** is the winner of the Patrick J. McGovern Award for Management Excellence at IDC.

Prothero, a 23-year veteran of IDC, joined IDC in 1993 as an analyst to help develop a presence for IDC in Latin America and was promoted to oversee IDC's Tracker business in 1999. "Eric has grown the IDC Tracker business to an $85 million global business — and IDC's largest subscription research practice," noted Bloom in presenting the award. "Leading technology suppliers around the world now use IDC's Tracker products to measure the success of their businesses."

> "Eric has set an outstanding example for the entire company in terms of collaborating with IDC colleagues worldwide to produce the best possible research for the company's clients."
> Ted Bloom

Citing Prothero's oversight of the successful production of more than 250 semiannual and quarterly worldwide, regional and country-specific Tracker products covering hardware, software, IT services and telecom, Bloom added, "Eric continues to launch exciting new IDC Tracker products that align with IDC's vision of how the market is evolving, the most recent of which include the Public Cloud Services Tracker, the Cloud IT infrastructure Tracker, the Wearables Tracker and the Converged Systems Tracker."

Bloom also noted that Prothero "has set an outstanding example for the entire company in terms of collaborating with IDC colleagues worldwide to produce the best possible research for the company's clients. And Eric's exceptional leadership skills have grown IDC Latin America into a leading technology market intelligence provider in a key emerging growth region."

"It's been quite a road travelled for me here at IDC and as many IDCers know, it always gets back to the people," said Prothero. "I have been incredibly lucky to have worked with great individuals — whether it be during my times in Brazil, in Latin America or today at the WW Tracker level. When you have people who are dedicated to their work, know the importance of teamwork and are motivated to always do better, you know things will work out well. It's a real honor to win this award, and it really goes to all the individuals I get to work with on Trackers in the U.S. and around the world. Thanks to all of them for their teamwork!"

Wafa Moussavi-Amin

Wafa Moussavi-Amin, managing director, IDC Germany and Switzerland, and IDC Benelux, is the recipient of the Patrick J. McGovern Award for Country Manager of the Year for IDC.

Moussavi-Amin originally joined IDC in 1991 and left in 1995 for a two-year stint at the German Stock Exchange. Returning in June 1997, he was appointed country manager for Germany and Switzerland in 2002, and in 2013 he added responsibility for the Benelux region.

"For more than 24 years, Wafa has been a strong and successful business leader in a number of country- and regional-focused roles," said Bloom. "As managing director of IDC Germany and Switzerland and IDC Benelux, he has achieved high levels of sales and profit growth, with both operations exceeding their profit plan in FY15."

> "For more than 24 years, Wafa has been a strong and successful business leader in a number of country- and regional-focused roles."
> *Ted Bloom*

Bloom also commented on Moussavi-Amin's success in meeting customer needs by increasing sales of IDC regional and worldwide research and custom solutions to the many European and global IT vendor headquarters based in Germany, Switzerland the Benelux countries, while also successfully adapting specific country product offerings to serve the needs of the many local IDC customers.

"Wafa was a key driver in establishing IDC's first pan-European CIO event where he successfully partnered with regional IDC research and consulting teams to deliver a high-quality event for senior IT executives from across Europe," Bloom said. "He consistently fosters a culture of success and professionalism on his teams while helping them achieve their individual aspirations and goals."

Contact Eric Prothero and Wafa Moussavi-Amin. ■

OneonOne

Jyoti Lalchandani

IDC Middle East, Turkey and Africa

The group VP and regional managing director of IDC Middle East, Turkey and Africa is this week's columnist. Reach him at jlalchandani@idc.com.

IDC MEA & Turkey at-a-glance

Number of employees: Approximately 130 across the region

Website www.idc-cema.com

Office locations
- Dubai, United Arab Emirates
- Istanbul, Turkey
- Riyadh, Saudi Arabia
- Johannesburg, South Africa (serving sub-Saharan Africa)
- Lagos, Nigeria (serving West Africa)
- Nairobi, Kenya (serving East Africa)
- Casablanca, Morocco (serving North Africa and Francophone Africa)
- Cairo, Egypt (February 2016)

Q Can you give us a big-picture view of the IT market in the Middle East/Turkey and its growth potential?

A Over the past few years, the Middle East has been a hot bed for transformation as governments in the region launched large-scale infrastructure projects around transformation as well as projects around health care and education. In addition, there has been a lot of emphasis on transforming government services with the advent of strong mandates for e-government engagements and mobile government, with the most critical aspect around smart cities initiatives. Smart cities initiatives are expected to drive uptake of innovation accelerators such as IoT, next-generation security, drones and robotics and lead to mandates around open data and data privacy.

Over the next five years, despite volatile oil prices, a lot of development for ICT in the Middle East will be driven by projects to fulfill strategic visions/initiatives or world events such as Dubai vision 2021, Expo 2020 in the United Arab Emirates and FIFA 2022 in Qatar. Over the next one to two years, while governments re-prioritize budgets, they will continue to spend around citizen services, health care and education — especially within countries such as UAE, Saudi Arabia and Qatar. Following the two rounds of general elections in 2015 in Turkey, enterprise IT spending is anticipated to have a moderate growth in 2016. The revitalized government-driven infrastructure projects in education, health care and utilities as well as the digital transformation initiatives in the private sector will be among the important catalysts of market growth. However, due to macroeconomic challenges, some of the Turkish entities will be convervative in their IT investments, which will lead to moderate growth.

In the Middle East/Turkey region a lot of the IT growth will be centered around the software, services, security and increased deployments of IoT. Over the next two years, if things progress smoothly, the lifting of sanctions will open up the Iranian IT market. Iran, with a population of 80 million people and demand for infrastructure uptake and modernization, has the potential (oil-price-dependent) to become the second-largest ICT market in the region over the next five years, second only to Saudi Arabia.

Q Can you provide a similar overview for Africa?

A Africa has been in the forefront of mobile innovation and continues to make strides as many organizations use a mobile-first approach to drive services. As smartphone uptake rises on the continent it puts increased emphasis on telcos for improved mobile data levels. Improved connectivity, the need for infrastructure uptake and modernization is also driving the digital transformation in Africa. Organizations in countries such as South Africa, Kenya, Morocco, Nigeria and Ghana will seek solutions around cloud, security, mobility and analytics to leapfrog in IT modernization and drive process efficiency. As IT uptake rises there will be a major emphasis on compliance and governance across several sectors within Africa. Many countries in Africa will also utilize ICT as a pillar to transform their nations into middle-income countries with major initiatives within the government, transportation, health care, manufacturing, banking, telecommunications and education sectors.

Q What do events contribute to IDC Middle East, Turkey & Africa's bottom line?

A The events business is a major strategic growth opportunity for IDC in the region. This business contributes around one-third of our revenues.

Q Do you plan any enhancements or changes to the CIO Summit series?

A This year IDC's CIO Summit series will include — for the first time — involvement of not just CIOs, but also CMOs and CFOs. We will host two dedicated CMO- and CFO-focused sessions on the sidelines of the main event. The CFO workshop will explore a range of emerging, IT-related finance issues, share case studies and provide guidance on emerging IT finance issues involving a wide range of technologies. The session will also discuss the 10 most critical IT financial management topics in the CFO's agenda in 2016. In the CMO session, leading marketing pioneers together with their CIO partners will discover how they can use technology to accelerate the path to purchase, how leading retail brands are using mobile to drive loyalty, how to apply analytics to optimize campaigns across channels and how to embrace the new mobile- and social-connected age to transform not only C-suite thinking, but also the business.

In other developments, the prestigious Middle East CIO Summit will move to Abu Dhabi. The event will be held at Jumeirah Etihad Towers on

continued on page 7

IDG Germany sells seats to clients to join CMOs, CIOs for customer-focused workshops

IDG Germany's Business Media division recently revamped the audience and business model of one of its longtime B2B events and found that mixing C-level attendees and clients in small-group discussions in a comfortable, inspirational setting yielded productive results for everyone involved.

The original event, CIO Beyond, was held six times between 2006 and 2013, targeted only CIOs — about 30 participated at each event — and had a single-sponsor model for revenue. The new conference, called simply "Beyond" and held Dec. 3-5, targeted CMOs as well as CIOs, sold seats to client companies whose executives could be fully involved in the workshops and aimed to attract 50 participants.

The event pulled in 41 registrations, with 24 C-level and 10 clients ultimately making the trip. Clients were charged 10,000 euro (US$10,861) per seat, and nine companies were represented; one bought two seats.

According to Director of Events **Susanne Schubert**, the name of the conference reflected the goal of going "beyond the attendees' current skill set and beyond their daily business routines and workflows. It was very interesting to see CIOs and CMOs discussing the theme, Customer Proximity Enabled by Technology, because both sides realized they need to work together to be close to their customers," she said.

Beginning on a Thursday evening, the attendees were asked what topics they wanted to focus on during the next day and a half. Out of the 16 suggestions, nine were chosen for three sets of three workshops the next day. The participants worked together on various tasks and questions in small groups and benefited from one another's knowledge and experiences, Schubert said.

Regina Böckle, *IDG Germany senior editor, events, leads a workshop..*

All attendees came together to discuss action items related to how technology can be used to stay close to customers.

On the final day, the group heard presentations summarizing the workshops and developed action items to put into practice back home.

IDG Business Media collaborated with a long-time partner to organize and lead many of the workshops using an approach called KITE Manager. The acronym describes the process used for problem-solving: consolidate the requisite Knowledge, care for the Integration of all key people, organize the company's Transformation in all relevant areas and assure an effective Execution of defined projects and action points.

IDG staff who led some of the workshops were **Heinrich Vaske**, editor-in-chief, Computerwoche and CIO; **Horst Ellermann**, publisher, CIO; and **Regina Böckle**, senior editor, events. Schubert, IDG Business Media Publisher **Michael Beilfuss** and Director, Executive Relations **Henriette von Wangenheim** were on site, and Senior key account managers **Gerda Tausch** and **Sabine Mayer**, and Project Manager/Events **Agnes Fröschl**, worked on sales and organization, respectively.

In keeping with the practice of holding CIO Beyond events at a destination location, this one was held in a village in the Swiss Alps. "It was a great atmosphere for attendees to feel refreshed, get to know new people, open their minds and talk about new challenge and opportunities," Schubert said.

In the future, the team aims to register more CMOs and other C-level attendees, such as chief digital officers, depending on the theme of the event.

Write to Susanne Schubert. ■

Job Spotlight

On the job: Sales Operations Manager

The past few years have seen huge changes in the media space. These changes have resulted in the creation of new jobs with unfamiliar-sounding titles and the retooling of old jobs to incorporate new skills and ways of doing business. IDG World Update's occasional Job Spotlight series is designed to provide insight into what our colleagues are up to.

Name
Kyle Price

Title
IDC EMEA sales operations manager

Joined IDC
June 2015

What a sales operations manager does
As a sales operations manager my key goal is to create and maintain processes, policies and tools that enable our sales teams to operate efficiently and effectively. It's important to balance the needs of sales with the teams that support them such as finance and shared operation centers. Because of this, Sales Ops sits between departments to work out any clashes of policy or process. In addition to this we analyze and present sales statistics to management to support strategic and performance-related decisions.

The services I provide and who my customers are
I mainly deliver to internal customers, and the service varies depending on team or individual. Most importantly, I support regional senior management and the country managers with sales performance reporting and results. I work with their sales teams to ensure they have the right tools and system access at their disposal to do their jobs.

Key skills required for my job
It's important to have a good understanding of the sales data we collect and the ability to present it clearly. This applies to what goes in and what comes out; an understanding of good process helps to capture the most useful data and to create tools to present said data accurately to those who need it.

Also, I think it's important to be approachable. I deal with many colleagues throughout the organization and getting on with people makes the work a lot easier.

A typical day
A typical month is easier to describe as some deadlines can't change. At the end of the month I work with our shared operations center and finance teams to have a smooth close, followed by a few days of collating the results for management. Midway through the month we work on the forecast for the current month. I also work on updating sales tools, reporting and processes.

Best part of my job
The challenge of owning the EMEA regional remit. It is a great responsibility to have and allows me to deal with colleagues from a number of countries in the region and in some cases worldwide. I'm never short of something to improve, fix or refine.

Most challenging part of my job
The most challenging part of the role is definitely tied in with the best: having a regional role tasks me to balance new ideas against multiple countries. What works really well in one area may not work in another. Without good sales processes you can't push for good sales discipline; they go hand in hand. But when you get it right it makes life easier for everyone.

LISA BORTHWICK

Sales Operations Manager ***Kyle Price*** *joined IDC EMEA in June 2015.*

How I got involved in this career
I left school at 16 and had no idea what I wanted to do. In the years that followed I began working alongside sales teams in a number of roles such as sales administrator, project coordinator, sales support and now sales operations. In some ways it was a very natural progression that allowed me to apply my experience to the benefit of IDC and the teams I work with.

A recent accomplishment
Winning an Outstanding Business Contribution award at the IDC U.K. sales kick-off and awards evening.

What my colleagues would be surprised to learn about me
Before moving into the commercial world of sales I spent almost three years as a hairdresser. Not the most useful skill these days, but it was certainly fun at the time! ■

noteworthypeople

Promotions

Wong

JOE MOLA

CIO Executive Council (CEC) President **Pam Stenson** recently announced several promotions on her team. Sales Operations Coordinator **Kelly Wong** is now business operations manager. "Kelly has been with the CEC for five years and is managing all vendor contracts, user licenses, renewal initiatives, eStore management and a massive CEC process improvement," Stenson said. "Most recently, Kelly was named the international liaison for our CEC Spain relationship." kwong@cio.com

Rodriguez

JOE MOLA

Sales Operations Coordinator **Mike Rodriguez** has been promoted to sales operations specialist. "After 2 1/2 years with us Mike has recently been creating many custom reports and dashboards to better manage team activity and forecasting," Stenson said. "He also created custom reports to manage calls and activity and was also the winner of the prestigious CIR (Collaboration, Influence and Results) Award demonstrating his willingness to always help out with any task when needed." mrodriguez@cio.com

Zemke

JOE MOLA

Pathways Program Manager **Allysa Zemke** is now senior program manager. "Allysa will oversee the top tier of participants in the Pathways program Strategic Leader, which includes managing our Executive Coaching offerings," Stenson said. "In addition, she will partner with **Rari Hilditch**, director of Talent and Leadership Development, and produce all our group Welcome Sessions and group Personal Development Sessions for participants. Allysa will also manage the Pathways e-learning platform operations and will continue to initiate improvements and automations for a positive participant experience." azemke@cio.com

Kennelly

JOE MOLA

Finally, Administrative Assistant **Meghan Kennelly** is now sales and marketing specialist. "During her two years with the CEC Meghan has been intrigued by marketing," Stenson said. "Now that we are assembling a new marketing team there is no better time for Meghan to show us her stuff. Her Salesforce skills, budgeting/forecasting talents, product knowledge and creation of much supporting material will continue to be front and center." mkennelly@cio.com

New employees

Helena Jůnová joins **IDC Central/ Eastern Europe, Middle East & Africa** as a human resources specialist. Previously a talent acquisitions analyst with Accenture, B.V., she holds a degree in engineering. In her free time she enjoys reading, cycling and in-line skating. hjunova@idc.com

DiBello

Previously a temporary employee with **IDG.tv**, **Megan DiBello** joins the staff full-time as a video account manager, managing video sales and campaigns across IDG.tv and IDG TechNetwork. She holds a B.A. in communication arts from New York City's Marymount Manhattan College and an MFA in writing and politics from Naropa University in Boulder, Colo. A founding member of Poetry Teachers NYC, she is also the associate producer of the Inspired Word Open Mic Series and is in a rock band called Rocco & Lizzie. mdibello@idgcommunications.com

Doreen Edgar joins the **IDG Corporate Services Group** as a staff accountant after an 18-month stint as a financial specialist consultant with the team. She holds an M.S. in business from Fairleigh Dickinson University in Teaneck, N.J. and a BFA in music with a focus on piano performance from the State University of New York/Purchase. She is also a concert pianist. doreen_edgar@idg.com

Keefe

IDC Framingham has hired **Jeannie Keefe** as a client service representative. Previously a customer relations manager and exhibit and trade show coordinator with Zero U.S. Corp., she enjoys meditation, yoga and playing Bejeweled. jkeefe@idc.com

Returning employees

Stuart

Once a research analyst there "decades ago," **Laura Stuart** returns to **IDC Framingham** as research director, Worldwide Security Products. Most recently an independent contractor for IT research and IT vendor firms, she holds a B.A. in English and history from the University of New Hampshire and an MFA in creative writing from Boston's Emerson College. She also writes and composes music for the theater; her project "Samson" is in commercial development, aiming toward a production at the Pasadena (Calif.) Playhouse. lstuart@idc.com

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

32
Mark Winther *IDC*

22
Cathy Garland *IDG CSG/Credit*

21
Paul Krill *U.S. Media*

18
Manuel Pastor *IDG Spain*

17
Lucinda Derby *IDC*

16
Margaret Dings *IDC*

15
Kazuo Aida *IDC Japan*

11
Michael Araneta *IDC Singapore*

10
Thomas Zhou *IDC China*
Surjyadeb Goswami *IDC India*

9
Christian Montminy *CIO Executive Council*
Alfonso Casas *IDG Spain*

8
Melissa Fremeijer *IDC Benelux*

6
Louise Francis *IDC New Zealand*

5
Richard Zhao *IDC China*
Amie Lane *IDG U.K.*
David Lantsman *IDC*

4
Chandana Gopal *IDC*

3
Alena Zikmundova *IDC CEMA*
Peter Marston *IDC*

2
Lyndie Virollet *IDC Australia*
James Kim *IDC Singapore*
Rui Flora *IDC U.K.*
Goran Masman *IDC Nordic/Sweden*
Anthony Yianoullou *IDG Global Solutions*
Brian Haven *IDC*

1
J Karthik *IDC India*
Upasana Joshi *IDC India*
Gilang Pradityo Bahar *IDC Indonesia*
Linus Go *IDC Philippines*
Charlotte Chin *IDC Singapore*
Per Danielson *IDG Sweden*
McColgan Roark *IDC U.K.*
Rachael Insani *IDG Connect*
Michael Jennett *IDC*
Arianna Valentini *IDC*

Please send anniversary information to world_update@idg.com.

continued from page 3

One on one

Feb. 17–18 under the esteemed patronage of H.E. Sheikh Nahayan Mabarak Al Nahayan, the UAE's Minister of Culture, Youth, and Community Development. The 2016 edition will welcome more than 150 of the Middle East's leading CIOs and around 50 of the region's most influential finance and marketing leaders. The summit will retain its popular vertical-focused tracks, with the spotlight this year shining on the region's government, banking and finance, and energy sectors.

Based on the excellent feedback received last year, we will repeat the IT Executive Program workshops again in 2016 with new topics and themes. The topics include enterprise mobility, cloud hosting strategies, strategic architecture, next-generation security and enterprise IT transformation.

We are also pleased to announce the Women Leaders in IT session dedicated to talented women who have attained their goals in the IT industry. The session will be led by women leaders who will share their insights, discuss innovative solutions to common business challenges and explore next steps and new business opportunities that underscore how technology is powering change in the current IT landscape.

We are also introducing a dedicated session on smart cities and how digital transformation can be leveraged to create cities that provide citizens high quality of life and businesses an environment for growth and innovation. For further details please visit our website. We are also evaluating the addition of Jordan and Pakistan to our growing list of host countries in 2016.

> "Iran, with a population of 80 million people and demand for infrastructure uptake and modernization, has the potential to become the second-largest ICT market in the region over the next five years, second only to Saudi Arabia."

Q What are some examples of how IDC is working with governments in the region?

A Over the last six or seven years, the IDC MEA team has been able to build a portfolio of research, advisory and conference solutions that cater to the unique needs of national ICT development agencies and regulators in the region. These solutions cover topics such as ICT skills development, technology-led innovation, R&D and entrepreneurship, local ICT industry development and promotion, digital literacy and information society development. On these topics, we have been able to offer end-to-end solutions, including gathering data on key indicators, ICT sector maturity assessment and benchmarking, strategy and action plan development, report publishing and distribution, and event organization.

Our client base now includes the top national ICT development agencies in the region: Communication and Information Technology Commission (CITC) of Saudi Arabia, Ministry of ICT Qatar (ICT Qatar), Central Agency for IT (CAIT) Kuwait, ICT Fund (under the Telecom Regulatory Authority) UAE, IT Industry Development Authority (ITIDA) Egypt and Kenya ICT Authority, to name just the prominent ones.

To give a few examples of the type of work we are doing: we have been helping ITIDA promote local Egyptian IT companies in the Gulf and African markets and find partners and customers; supporting CITC to raise awareness on the state of ICT in the Saudi Arabia by developing and publishing annual ICT reports; aiding ICT Qatar and CAIT Kuwait in gathering data on key indicators related to ICT penetration and usage in Qatar and Kuwait, respectively; and enabling the ICT Fund to develop a strategy to drive technology-led innovation and entrepreneurship. Some of them such as CITC, ICT Qatar and ITIDA have emerged as repeat customers, having worked with us on numerous projects over several years.

In addition to the above, we are now engaging with a few ministries to develop smart city strategies and plans. A combination of an expanding portfolio and repeat customers is helping us grow our business from this sector.

Q Growing the IT Executive Program is one of IDC's FY16 priorities. How will you be addressing that in your region?

A The IT Executive Program (IEP) is strategic to IDC worldwide and an area where the MEA region has recently made significant investments, not only in having a well-trained sales force but also in hiring local resources with 20+ years of experiences in CIO advisory services to supplement the U.S.-based IEP research analysts with local advisory expertise. We also revamped our Middle East sales approach to better differentiate from competitors in the market. Our focus is on growing the IEP business — mainly in the GCC countries and Turkey — and later expanding it to the rest of Middle East and Africa.

Q Do you plan to open any new offices this year?

A We plan to open a new office in Cairo, Egypt, in the first calendar quarter of 2016. There are three primary objectives for this investment: a) utilize local staff to cover research on the Egyptian market (IDC offers complete coverage of the Egyptian ICT market as part of an ongoing tracker, syndicated research and most regional consulting engagements), b) leverage Cairo as a low-cost base to provide support to the wider MEA region, and c) provide direct support to IDC's largest regional customer: Egypt's ITIDA. Although this office was initially planned as a regional support center, there exists demand from the domestic market as well. We see potential business opportunities in both vendor and user customer segments. IDC has a strong mindshare in the country given the extensive work carried out for ITIDA over the past five or six years. IDC has also maintained an excellent working relationship with the Egyptian ministers of ICT for the past several years. ■

unsunghero

Roberto Membrila

Verticals analyst

IDC Mexico

IDC Latin America Director, Quality and Research Operations, Latin America ***Rosa Maria Peñalva*** *named IDC Mexico's* ***Roberto Membrila*** *her team's Unsung Hero. "Roberto is a person with a very positive attitude and a contagious energy. He is someone who is willing to take on new challenges and projects and who always generates ideas to achieve them. He has implemented key projects such as Automated Quality checks and Automated Market Dashboards for all the different Trackers available in Latin America. He recently won an IDC Latin America Innovation Award for Time Reduction due to his project implementations."*

Home
Mexico City, Mexico

Title
Verticals analyst for Latin America

Joined IDC
I joined in February 2015. My first job was to analyze Tracker data and create new ways to understand results that don't seem to make sense — results that could reflect, for instance, a huge loss in a technology in terms of value. My solution was to create a Dashboard named Quality Checks that helps identify the differences between expected and received results.

Primary job responsibilities
My responsibilities range from quality checks of historical data to maintaining the Verticals market Dashboards. I also lead our Top Companies product. This collects information from the top companies in every country in order to have the most accurate economic scenario for all of Latin America, from companies' numbers of employees to their IT budgets. This gives us the annual average spend for every company and is an interesting product for new vendors.

Three things I do in a day's work
- Say hi to everyone.
- Check my team's schedule to coordinate their activities.
- Try to learn something new.

Verticals Analyst ***Roberto Membrila*** *joined IDC Mexico last year.*

What I love most about my job
I never get bored because there are so many different activities, such as the IT investment trends, the GAP analysis tool (comparing actual performance with potential performance), the Executive Summaries and the Visualization tasks.

A hot-button issue I'm dealing with at work
Helping my team to understand that using the Visualization tasks will save time. These tasks create a better way to see data using graphs. It is very useful because now we have graphics to define trends instead of numbers.

Latest accomplishment
I won the Time Reduction Award for Latin America.

What I'm doing to be a better employee
Try to learn the total research process in order to be able to improve it.

Interests outside the office
I love movies and music but mostly I love spending time with my family.

What others can't tell just by looking at me
That I recently learn how to ride a bike.

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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thanksto

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Eric Prothero *IDC*
Susanne Schubert *IDG Germany*

IDG World Update

EMPLOYEE NEWS AND INFORMATION

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IDG Strategic Marketing Services presents employee awards

Eight outstanding employees whose performances went above and beyond were honored during a year in which the staff had to reshape, rethink and transform SMS into a modern global services business.

SEE MORE ON PAGE 4

Also inside

IDG Enterprise's Insider program attracts growing number of registrants for gated premium content

One on one: Galen Gruman discusses the evolution and future plans for the Apollo CMS

IDC Spain employees headed to the hills to celebrate a great start to FY16.

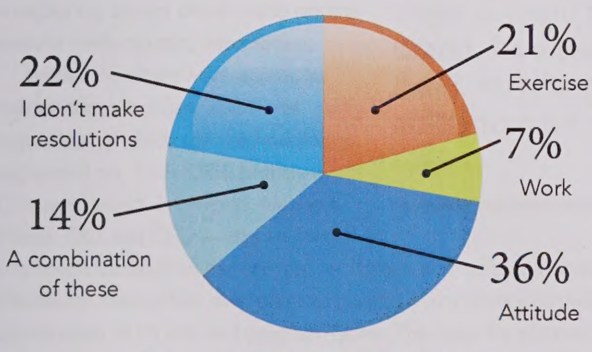
SEE MORE ON PAGE 7

Unsung hero: IDC Brazil Market Analyst Luis Altamirano is this week's nominee.

SEE MORE ON PAGE 8

Question of the week results

What does your most important New Year's resolution relate to?



Log on to www.idgcentral.com to vote on this week's question:

Have you ever used an online dating service?

CLICK HERE

Mobile messaging @ CES

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IDG

IDG signage was on the road in Las Vegas last week during CES, the annual global consumer electronics and technology trade show.

Employees shuttling to and from the convention halls and client meetings could catch a ride in one of the six cars wrapped with the IDG logo and the message "Delivering the World of Tech Buyers."

IDG has used car wraps as mobile billboards for the past several years at CES. This year's wrap design had a 3D effect, and reflective material around the IDG letters glowed brightly at night.

Gated slideshows, video among improvements to IDGE Insider program

October proved to be one of IDG Enterprise's biggest months for Insider registrations, producing more than 21,000 new registrants for its gated premium content. One piece alone — "11 Hidden Tips and Tweaks for Windows 10" by Howard Wen — drew 1,200 new Insider names. IDGE Insider registrations now tally nearly 450,000 members.

"There are a few elements that I think make the Window 10 piece successful," **Mark Lewis**, IDGE Insider Program VP. "First, Windows 10 coverage has been a real boon for all IDGE sites. We've seen a nearly insatiable interest in Windows 10, and many of the articles and tips we do on Windows 10 drive solid amounts of traffic.

"Second: great headline," he noted. He said the IDGE editorial team has been very focused on crafting headlines that draw in readers. This headline, he said, immediately conveys a few things about the article:

- As a list, it is something that can be quickly scanned.
- The 'hidden' tip aspect. "Who among us wants to be left out?"
- Tweaks are quick wins. They signal to the reader, "If you read this, you might be able to do something quickly that has a big impact."
- Actionable advice; these tips may make the reader's job easier.

The Insider program has been a major editorial initiative for the past five years, according to Lewis. "Insider is aimed at providing a richer content product for those who provide IDG with value in the form of their business-contact information," he said. "We value our content and feel the readers should place a value on what we provide. Registering is a very small price to pay for an enormous payoff."

Becoming an Insider is free, and registrants need only supply basic business-card information. Once registered, "they are an Insider forever," Lewis said, adding that IDGE is exploring annual check-ins to update and /or verify contact information.

Insider members have access to Insider content on any IDGE site, regardless of which site they originally registered on. Each IDGE brand — Computerworld, InfoWorld, Network World, CIO and CSO — has an Insider champion focused on the content and promotion of Insider assets. Site teams create their own plans to post as many stories as they feel appropriate to hit site and program goals. The majority of Insider assets are articles or PDFs. "We are looking to expand to more interactive asset types such as video and reader tools," Lewis said.

Insider assets are promoted in a variety of ways — on brand pages, through email and social media and by outreach to third-party publishers. "We're continually finding new places and ways to promote Insider content," Lewis said. "One of our big successes has been an outreach program Computerworld Executive Editor, Online and Data Analytics **Sharon Machlis** did in February. She created an amazing guide to help readers learn the R programming language. She promoted it to the very active R community, and, to date, that one feature has brought in more than 6,000 registrations."

*IDG Enterprise Insider Program VP **Mark Lewis** said content that does well includes product reviews, research and training/career advice.*

Other areas of content that consistently do well are Enterprise product reviews, research, training/career advice and deep technical content in the form of lists, like the Windows 10 tips article.

Lewis said IDGE is preparing to launch a new registration form and flow in early 2016. "We are very optimistic this new approach will streamline the registration process and make it easier to capture names." The new registration form is a modal window that pops up when the user scrolls down a page or initiates by clicking. "We're going to be able to pre-populate some fields, and the mobile experience will be enhanced. The flow when an existing member signs in will also be fixed," he said.

IDGE will also be able to gate slideshows and video content, which it could not do in the past. "The Apollo CMS did not allow for these content types to be gated on any brand," Lewis said. "It's a technical issue that is being fixed. It's going to be great to have the ability to gate standalone videos."

> "The Apollo CMS did not allow for these content types to be gated on any brand. It's a technical issue that is being fixed. It's going to be great to have the ability to gate standalone videos."
>
> Mark Lewis

IDGE uses Insider registration in a variety of ways. From an editorial perspective, IDGE tracks the most popular articles to get a sense of what's trending up and what topics may have become passé. On the business side, Insider registrants are "extremely valuable," Lewis said. "Assuming they are the 'right' type of reader — those controlling an IT budget and/or those in the product procurement lifecycle — we are able to monetize them through lead gen programs. We can use reader data to enrich our data management platform. The more information we can glean from a logged-in user, the richer that individual's profile is."

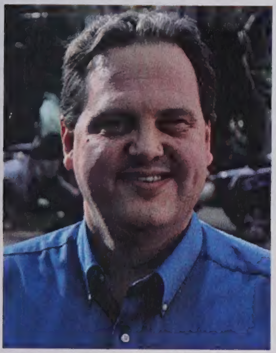
Lewis said the Insider program's big push for FY16 is to make sure IDGE is capturing "a lot more of those 'right' readers and bringing them back consistently to constantly monitor their activity."

Contact Mark Lewis. ■

OneonOne

Galen Gruman

U.S. Media



The executive editor of InfoWorld and editorial CTO, U.S. Media is this week's columnist. Reach him at galen_gruman@infoworld.com.

> "Our technology systems support not just our operations but our monetization. To do that, they need to support IDG's federated model of sites that serve highly valuable audiences with unique value propositions but share a common back end and allow for both easy sharing and rapid deployment of new capabilities. Apollo was and is a core enabler of that strategy."

*In 2014, IDG's U.S. media sites transitioned to a common content management system called Apollo. IDG.tv and the IDG News Service came aboard in 2015. In January 2015, IDG Communications SVP/Chief Content Officer **John Gallant** asked InfoWorld Executive Editor Galen Gruman to assume additional responsibility for being the editorial interface with the Digital Media Group (DMG), helping that group, responsible for the Apollo implementation, to better understand and prioritize the needs of the various constituents and helping the editorial groups to better exploit the capabilities of the Apollo CMS.*

Q Can you provide a quick overview of your primary responsibilities as the editorial CTO for U.S. Media?

A Much of my work involves the Apollo CMS, exploring the editor-in-chiefs' needs and working with the product and project teams at Digital Media Group to enhance, improve and evolve the capabilities used across all the editorial websites. I also work with the IDG News Service and IDG.tv to help ensure what any of us does has no unintended side effects and, optimally, helps us all. At John Gallant's request, I led the effort to deploy a common collaboration platform across Consumer & SMB, IDG Enterprise and IDGNS, which IDG.tv and DMG also participate in. But 2016's big effort will be the IDG data initiative that [U.S. Media] CEO **Pete Longo** has announced (see end of this column).

Q What was the general situation and your immediate goals when you assumed this additional role back in the winter of 2015?

A The Apollo migration was a very long and complex project, spanning two years of development and deployment. We were about 85% done at launch — all the critical capabilities were live and working well — but the list of change requests, deferred functionality and bug tickets was still huge. My immediate priority was to figure out which of the more than 1,000 items were still relevant, and, if so, what to recommend to do about them. I worked with the EICs and DMG to figure out what was truly important to the business and, working closely with **Matt Goebel**, DMG's VP, User Experience and Digital Products, and de facto Apollo product manager at the time, how to design the technical changes and features that had strong business value.

It was also clear that IDG.tv's launch and the planned migration of IDGNS to Apollo would require us to revisit some of the core Apollo architecture to serve needs that no one anticipated in 2013 when the Apollo effort launched.

Q Where do things stand today?

A We've worked through most issues while making major changes to Apollo to support the IDG.tv business model of publishing across all sites — a big shift from IDG's historical approach of each publication filtering content for its own audience.

We also created a rights-management system for images to better fit IDG's dual models of audience-specific websites and cross-brand publishing. We reworked much of the video architecture to support cross-brand publishing, and we onboarded IDGNS, which also had special needs to support our international licensees and properties. We opened up Apollo to allow Editorial to plug in new content technologies as needed, such as the CSO Dashboard developed by CSO Senior Staff Writer **Steve Ragan**. And we helped DMG design the Apollo interface to the new Sailthru newsletter publishing tool, which went live in December — that highly successful project is a great example of how collaboration from the very beginning results in a better, more effective solution.

There's a technology task force in place with representatives from all the editorial groups to identify and explore additional technologies and technology enhancements not just in Apollo but in all of the technology systems that Editorial uses. John has also set up a team that includes himself, myself, Insider VP **Mark Lewis**, and Computerworld Executive Editor, Online and Data Analytics **Sharon Machlis** to focus on deeper audience engagement across the IDG U.S. Media properties.

Q Can you very briefly describe some of these new initiatives?

A The technology task force is working with DMG to explore new capabilities for Apollo; current ideas include tools to make it easier to create charts and performance benchmarks. For audience engagement, beyond the IDG data initiative, we're looking to enhance the IDG Insider program, which has brought 110,000 new registrants to the IDG reader databases in the last year, and exploring the use of personalization technology in Sailthru to get closer reader engagement and better reader profiles. We also want to revisit the IDG Answers service to see how we might make it more effective.

continued on page 6

IDG Strategic Marketing Services presents annual outstanding achievement awards

IDG Strategic Marketing Service's (SMS) U.S. employees gathered in Framingham, Mass., last month for an all-hands meeting that included the presentation of outstanding achievement awards.

"In a year where we saw so much change and transition it was great to see so many of the SMS U.S. team members really step up and embrace the challenge that this brought," said IDG Global Services Chief Executive **Kumaran Ramanathan**. "For a group that has been recently globalized, it was great to see the award winners provide so many world-class performances, and their ability to continually push the boundaries of excellence is quite remarkable. I am very proud to be part of the group and to see such outstanding work up close."

The award winners were as follows, with comments for each recipient by IDG Strategic Marketing Services President **Charles Lee**:

President's Award

Mo Barrett, senior director, Customer Success

Awarded to the outstanding individual who has made the most telling contribution to the business during FY15.

Mo has continued to prove that he can handle just about anything we put in front of him; he not only manages some of the largest and most complex programs within our organization but he has also taken on additional responsibilities behind the scenes, which has resulted in efficiencies and increased profitability of the group. Mo is a true professional who is liked and respected across the organization on a global level.

JOEL WEISBERG

(L-R): ***Charles Lee*** *presented the President's Award to* ***Mo Barrett*** *in Framingham last month.*

IDG WORLD UPDATE

(L-R): ***Kevin Greene*** *(Team Award),* ***Meghan Parisi*** *(Employee of the Year),* ***Anna Boulware*** *(Customer Experience Award) and* ***Eliza Chue*** *(Program Excellence Award) are based in IDG's San Francisco office.*

Employee of the Year Award

Meghan Parisi, senior manager, Product and Process Development

Recognized for outstanding contributions and performance, voted for by SMS colleagues.

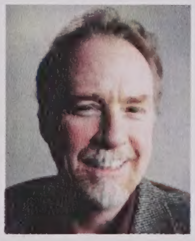
Meghan is the consummate team player; always willing to help anyone and everyone in the interest of driving our business forward. Whether it's architecting a $1.25M content-only deal with AT&T, modeling our newest product or responding to a barrage of incoming requests from sales reps, Meghan is quick to respond and always with a positive can-do attitude.

Chris Bresnahan SMS Hero Award

Jim Malone, VP, Content Works

Awarded to an individual who has surpassed all expectations and consistently gone the extra mile during FY15.

This award is particularly special to all of us who had the honor and privilege of working alongside


Malone

continued on page 5

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SMS

[former senior multimedia producer and studio manager] Chris Bresnahan. Chris was a hero to so many of us in so many ways — from his positive attitude, to his tireless work ethic to his dedication and commitment to going above and beyond.

It is fitting that this year's winner is Jim Malone as it is these same qualities that make him a joy to work with. Jim has constantly gone above and beyond the call of duty, taking on the most difficult and challenging tasks and workloads, putting the team before himself time and time again.

JOEL WEISBERG

*(L-R): Framingham-based **Wayne Humphrey** and **Steve Vaughn** shared the Team Award with **Kevin Greene** in San Francisco.*

SMS Team Award

Finance Team: **Wayne Humphrey**, finance director; **Steve Vaughn**, billing coordinator; **Kevin Greene**, finance specialist

Awarded to the team that collectively has gone above and beyond and shown examples of true teamwork and over-achieved against set objectives.

During FY15 the finance team managed to streamline our financial and accounting processes from various places/systems across the globe into one flow, enabling us to more accurately manage our products and programs. This task alone would be merit enough for this award, however add to this the timeframe in which everything was completed and their continued contribution into the management and direction of the group, there was no doubt that the contributions from this team during FY15 was nothing short of outstanding.

SMS Program Excellence Award

Eliza Chue, senior manager, Program Architecture

Awarded to an individual on the Client Solutions team who has surpassed all expectations related to program development, creation or execution.

It's been such an honor to watch Eliza blossom and grow into her role as program architect. Eliza has a quiet and unassuming presence, yet you should never underestimate her drive and competitive spirit. Last year Eliza, working in collaboration with the IGS EMEA team, brought Microsoft back from the land of the forgotten with our biggest program of the year. And, she's managed to keep them renewing through this year.

SMS Customer Experience Award

Anna Boulware, program director, Customer Success

Awarded to an individual on the Customer Experience team who has surpassed all expectations related to providing the most excellent customer experience.

Anna truly embodies the hallmarks of the customer service and quality standards we strive for as a business and is so deserving of this year's award. Anna takes on some of our most challenging projects and always conducts herself with grace and professionalism under fire, continuing to amaze so many of us.

"Last year was a year in which we had both significant challenges and opportunities — a year of transition and transformation," Lee said. "It was also a year where we had the opportunity to reshape, rethink and transform SMS into a modern global services business, and that is what we did! We as a team and a business have come out of FY15 stronger than ever. We have a great team here, and the success of last year, and indeed Q1 of this year, is a credit to each and every member." ■

IDG SMS U.S. at-a-glance

In a recent IDG World Update column, IDG SMS President **Charles Lee** explained the U.S. operations' structure: "Our management structure aligns to how our customers engage with us. Pre-sales, which falls under the Client Solutions Group, led by **Jason Tenenbown**, VP, Global Innovation and Global Architecture, focuses on everything related to innovation development, product development and client programs and solutions. Post-sales, which falls under the Customer Experience Group, led by **Karen Wilde**, VP, Global Product Development and Process Management, focuses on everything related to the execution and delivery of our services. A vitally important function that connects the two — business intelligence — leverages and integrates data intelligence from program reporting and analytics and broader data intelligence into both ends of our operations."

noteworthypeople

New employees

Simpson

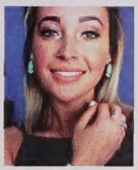
Andrew Simpson joins IDG's **Human Resources** team as an HRIS (human resources information system) analyst, a title he also held at his previous employer BJ's Wholesale Club. He holds a B.S. in psychology from Bridgewater (Mass.) State College and enjoys travel, reading, cycling and yoga. andrew_simpson@idg.com

Nekhaeva

IDG Connect's Framingham, Mass., office has hired **Katya Nekhaeva** as a business intelligence reporting and visualization specialist. She earned a B.S. in chemistry from Moscow University and a Ph.D. in chemistry from Clark University in Worcester, Mass. She enjoys "good music, good poetry and math as well as downhill skiing and table tennis." katya_nekhaeva@idgconnect.com

Paul

New at **IDG Communications**' U.S. Media is Digital Product Manager **Buddhadeb Paul**, who works directly with all of the Apollo users groups to prioritize issues and plan improvements. He was previously content management lead with Staples.com and has also worked for IBM in Java development and content management. He earned an M.S. in computer applications from India's Birla Institute of Technology and enjoys photography, music, particularly Rabindranath Tagore songs in Bengali and Bollywood numbers in Hindi. bpaul@idgcommunications.com


Carangelo

The **IDG Digital Media Group** has hired **Sara Carangelo** as a report specialist. She was previously a brand ambassador for Polar Beverages and holds a B.A. in marketing from Assumption College in Worcester, Mass. In her free time she enjoys camping, concerts and travel. scarangelo@idgcommunications.com

Palmer

Robert Palmer joins **IDC**'s Imaging, Printing and Document Solutions team as research director. He previously had his own consulting practice while concurrently serving as chief analyst and managing partner for BPO Media. He attended Wichita State University. With seven children, he enjoys spending time with his family, as well as golfing, fishing and watching the Kansas City Royals and Kansas City Chiefs. rpalmer@idc.com

Wanted: Your office photos

The Photo of the Day feature on IDG Central lets you share a quick look at what's happening at your business unit. At IDC Mexico recently, Program Manager **Evelyn Pineda** (pictured), enjoyed a pastry to celebrate the beginning of Epiphany. All employees are invited to send photos depicting a little slice of life at the office or at an event. Send the photo with a short description to idgcentral@idg.com.

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One on One

Q Can you talk a bit about the collaboration technology that has been implemented for the various U.S. editorial groups?

A Thanks to the hard work of the technology task force, we adopted Slack as our messaging platform. Its use has taken off like wildfire and greatly improved the collaboration across our sites and with IDGNS. News planning has gained the most, because now people can easily see what is being worked on across our groups and both contribute their insights and, more important, plan a unique angle for their own stories or decide to use someone else's if there's no additional value to be gained from a separate story. Additionally, all sorts of groups have sprung up for people to collaborate on all sorts of efforts.

Working with the Technology Services Group (TSG), we also implemented shared calendars across the editorial groups via Microsoft Outlook, so each site's staff can now see quickly who's on vacation or traveling, as well as what industry events are occurring and who's attending. I'm now working with TSG to adopt Office 365's productivity software and the OneDrive file-sharing service across all our groups, now that more of the key pieces have shipped from Microsoft. Their full adoption will make it easier for editors and writers to work from any device at any Internet-connected location, while keeping IDG's corporate data separate from employees' personal data. We're also looking to set up Apple TVs at all the San Francisco office's conference rooms, so people can more easily share presentations, demos and so on with their colleagues. About two-thirds of us use Macs, and nearly all of us use iOS devices, so Apple TV is the simplest way to enable such sharing in meetings. Windows and Android users will have HDMI cables when they need to share. If this effort gets good adoption, we'll likely roll it out in Framingham and New York as well. (There are already some Apple TVs in place throughout our company, but they were deployed in an ad hoc way, so usage is low.)

Q What is your role in IDG's data strategy for the coming year?

A The IDG data effort will give us a richer understanding of our readers so we can both better attract the high-value ones to each of our sites and get the most value from them through our sponsors and advertisers — we're basically reinventing the tried and true controlled-circulation model for the web era. Editorial, Sales, DMG, Engineering and the Tech Network are all involved in making this a reality. I'll use my twin views of technology and editorial to contribute to that effort, such as for any Apollo integration or technology-enabled workflows.

One common theme to all these efforts — and why John wanted someone to be engaged in all of it — is that our technology systems support not just our operations but our monetization (editorial and sales). To do that, they need to support IDG's federated model of sites that serve highly valuable audiences with unique value propositions but share a common back end and allow for both easy syndication/sharing and rapid deployment of new capabilities as widely as possible. Apollo was and is a core enabler of that strategy, and newer tools and technologies like Sailthru, Office 365 and the data initiative extend that strategy to more of our company's efforts. ■

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

31

Rebecca Segal *IDC*
John Gantz *IDC*

30

Brad Thorpe *IDC*

28

Mary Wardley *IDC*

27

Amy Hanania *IDG Corporate Services Group*

23

Eric Prothero *IDC*

22

Joe Mola *U.S. Media*

19

Sharon Machlis *U.S. Media*
Henrik Sorin Hildebrand *IDG Sweden*

17

Judith Edwards *IDC*
Chris Ingle *IDC U.K.*
Thomas Meyer *IDC Germany*
Ulrika Halvarsson *IDG Sweden*

16

Matthew Eastwood *IDC*
Jonathan Gaw *IDC*

15

Wilvin Chee *IDC Hong Kong*
Karen Lucero *IDC*
Dorota Chrisp *IDC U.K.*

14

Steffi Han *IDC Korea*
Kathy Moran *U.S. Media*
Madalin Lazarescu *IDC Romania*
Bo Lykkegaard *IDC Denmark*

13

Richard Vancil *IDC*

11

Antonio Wang *IDC China*
Christopher Picanso *IDC*

10

Ulrich Loeffler *IDC Australia*
Jiri Helebrand *IDC CEMA*
Ayuchi Takamatsu *IDC Japan*

9

Amber Lynch *IDC*
André Kisch *IDG Sweden*

8

Roger Ling *IDC Malaysia*
Christelke Agapito *IDC Philippines*
Isabelle Chan *IDC Singapore*
Leslie Rosenberg *IDC*
Monojit Maskeri *IDC*
Teodora Tafrova *IDC*
Ravi Madha *IDG Global Solutions*
Mark Chillingworth *IDG U.K.*
Janine Christensen *IDG Sweden*

7

Shana Wang *IDC China*
Gaowa Wulan *IDC China*
Janaki Supriya Kamath *IDC CCR*

6

Nan Wang *IDC China*
Nancy Selig *IDC*
Stefan Wattendorff *IDG Germany*
Armelle Brivet *IDC France*
Kathrin Hopkins *IDC Germany*

5

Scott Duan *IDC China*
Shannon Guan *IDC China*
Leon Kao *IDC Taiwan*
Pradeep Kumar *IDC CCR*
Divya Ramalingaiah *IDC CCR*

4

Siow Meng Soh *IDC Australia*
Amit Bansal *IDC India*
Sang-Hwa Seo *IDC Korea*
Therese Solgren *IDG Sweden*
Eduardo Ramirez *IDC Mexico*

3

Glen Duncan *IDC Australia*
Manish Yadav *IDC India*
Christine Gooi *IDC Malaysia*
Alyssa Marzona *IDC Philippines*
Keith MacLean *IDC*
Brad Chacos *U.S. Media*

2

Jocelyn Sun *IDC China*
Stefan Tang *IDC China*
Shiv Putcha *IDC India*
Rajiv Ranjan *IDC India*
Guarav Sharma *IDC India*
Mandy Choong *IDC Malaysia*
Daniel Murphy *IDC*
Laura McEwan *IDG U.K.*
Dalibor Sidlo *IDC CEMA*
Philip Carnelley *IDC U.K.*
Renato Rosa *IDC Brazil*

1

Sagar Raghavendra *IDC Australia*
Hugh Ujhazy *IDC Australia*
Sue Li *IDC China*
Vivek Gautam *IDC India*
Sangita Karar *IDC India*
Shreyashi Pal *IDC India*
Pushkaraksh Shanbhag *IDC India*
Vanesha Tamon *IDC Indonesia*
Doyoon Lee *IDC Korea*
Evelyn Ch'ng *IDC Malaysia*
Mary Liz Nadonga *IDC Philippines*
Leah Polonan *IDC Philippines*
Nutchanon Boonsorn *IDC Thailand*
Deepika Rathod *IDC CCR*
Kevin Chen *IDC Taiwan*
Peggy Lee *U.S. Media*
Daniel Sear *IDG Connect*
Poppy Chittenden *IDG Global Solutions*
Fatma Ozdemir *IDC Turkey*
Charlotte Cerracchio *IDC U.K.*
Ashraaful Haque *IDC U.K.*
Alexandre Moulin *IDC France*
Insung Jung *IDG Korea*
Elisa Figueroa *IDC Mexico*

IDC Spain set to scale new heights in 2016

IDC Spain colleagues celebrated the start of a promising FY16 with an all-company outing on December 17 that included a two-hour hike around Madrid's La Pedriza Mountains, followed by lunch in a nearby restaurant.

"After some recent organizational changes in our office, we have achieved a very positive and collaborative environment that contributed greatly to making this perfect day out possible," said **Jose Antonio Lorenzo**, IDC Spain's newly appointed country manager.

*Back row, l-r: **Abraham Prieto**, EMEA PS&T; **Robert White**, IDC COO Western Europe; **Javier Murillo**, telesales IDC Spain; **Clara Lorca**, designer, IDC Spain; **Maite Narvaez**, events project manager, IDC Spain; **Laura Castillo**, analyst, IDC Spain; **Guillermo Riestra**, account manager, IDC Spain; **Jose Antonio Lorenzo**, country manager, IDC Spain; **Miguel Angel Farmawi**, account manager, IDC Spain. Front row, l-r: **Laura Torrejón**, marketing manager, IDC Spain; **Esther Hurtado**, secretary, IDC Spain; **Cristina Morera**, events project manager, IDC Spain; **Nuria Hinojal**, events project manager, IDC Spain; **Nuria Abad**, telemarketing, IDC Spain; **Miguel García**, telesales, IDC Spain; **Miguel Mateo**, account manager, IDC Spain; and **Alberto Bellé**, analyst, IDC Spain. Not pictured: **Marta Muñoz**, operations director, IDC Spain.*

unsunghero

Luis Altamirano

Market Analyst

IDC Brazil

***Pietro Delai**, IDC Brazil's manager of IT Services and Enterprise Hardware, named Market Analyst **Luis Altamirano** his team's Unsung Hero. "Luis is a good guy to work with," he said. "When he has a task to deliver or a team to lead, he puts all efforts into understanding new technologies or what's behind a customer request. This has helped him with his job at IDC and led to formal recognition from customers."*

Home
São Paulo, Brazil

Title
Market analyst, Enterprise Hardware Research

Joined IDC
I started as an intern in the Latin America call center at IDC Brazil. Then I moved to the Software division in the Enterprise arena, still as an intern. Now I'm the Brazilian market analyst responsible for Enterprise Hardware research for servers and storage.

Primary job responsibilities
I'm responsible for conducting research and producing quarterly forecasts about the Hardware Enterprise market in Brazil. I also manage the publication of related research programs for many of our technology customers and serve as the lead spokesperson for IDC Brazil on Enterprise Hardware trends.

Three things I do in a day's work
- Build client relationships with all market players (vendors, distributors, retail dealers, component manufacturers, etc).
- Present actionable insights, as well as recommendations, to clients.
- Read the news, mainly macroeconomics and tech news.

What I love most about my job
The opportunity to directly interact with senior executives from ICT companies, understand their strategic markets and be an influencer in the decisions made in this market.

A hot-button issue I'm dealing with at work
I'm working on a project to understand how the top companies buy ICT technology for all of the Brazilian market and its verticals.

*Market Analyst **Luis Altamirano** joined IDC Brazil as a call-center intern.*

Latest accomplishment
IDC's quality team has a methodology that allows us to identify the leading analysts around Latin America. I was named the leading Latin America interviewer twice.

Career highlight
This week I received a recognition gift from an important IDC customer. This never happened before.

What I'm doing to be a better employee
I always try to work in a team to increase my knowledge, not only about the hardware enterprise markets but about the new technologies.

Interests outside the office
I'm addicted to soccer — I always watch and try to play — and I support the best team the Corinthians (#VaiCorinthians). Whenever possible, I travel to relieve stress, and I enjoy listening to Latin music.

What others can't tell just by looking at me
I practice Muay Thai martial arts.

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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thanksto

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Kumaran Ramanathan *IDG Global Services*
Joanne Tilson *IDG Global Solutions*

IDG World Update

EMPLOYEE NEWS AND INFORMATION

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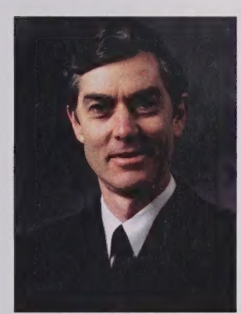
BEST WISHES FOR A HAPPY, HEALTHY AND PROSPEROUS NEW YEAR!

IDG, IDC executives share their key priorities for the new year

IDG World Update asked IDG and IDC business unit executives around the world to talk about where they plan to focus their companies' efforts in 2016.

Friedenberg

IDG Communications will continue to be the leading global tech media, data and services company. In order to do so, we must focus on five key areas of growth: new target audiences, data, technology, talent and revenue. FY16 will be a terrific year if we focus on these core growth pillars and, as always, innovate constantly, execute flawlessly and deliver consistent results.
— Michael Friedenberg, CEO, IDG Communications Worldwide



Campbell

My top priority for the new year is for IDC to achieve rapid growth in every region around the world with our IT Executive Program advisory service for IT buyers. In addition, I am very excited about IDC's newly launched Innovation Accelerator research programs and expect technology suppliers of all sizes to sign up for this unique research. Most important will be making sure that all of our employees continue in 2016 to have great careers at IDC.
— Kirk Campbell, president & CEO, IDC

We are focusing even more closely on meeting the needs of our customers by creating and innovating our strategic marketing portfolio and implementing new tools to expand the type of content that our readers want to read. The biggest challenge is to change our mindset regarding how we meet the needs of our cli-

continued on page 4

Also inside

Editors select their top stories of 2015 and anticipate the hottest topics for 2016

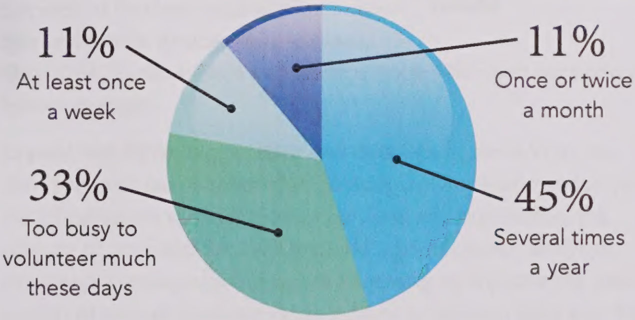
One on one: IDC Chief Analyst/SVP Frank Gens summarizes IDC's top predictions for 2016

Business units around the globe wrap up 2015 with holiday celebrations and community service.

SEE MORE ON PAGE 10 AND ON IDG CENTRAL

Question of the week results

How often do you volunteer your time?



Log on to www.idgcentral.com to vote on this week's question:

What does your most important New Year's resolution relate to?

CLICK HERE

Editors choose their top stories for 2015, predict trends for 2016

IDG World Update asked IDG editors and journalists around the globe to select what they consider to be the most notable industry story or trend for 2015 in their area of expertise and to anticipate a hot trend or event in the year ahead.

Vaske

Top Story of 2015: On Oct. 6, the Court of Justice of the European Union (CJEU) struck down the Safe Harbor agreement between the European Union and the U.S. The CJEU found that U.S. legal protections are not able to guard the privacy rights of European citizens against secret services like the NSA [National Security Agency]. This contract was adopted in 2000 and about 5,000 companies have certified their compliance with the privacy principles to date. It permitted them to transport personal information to the U.S. The judgment of the CJEU will probably affect the prospects of U.S. cloud providers like AWS, Microsoft and IBM in Europe. It will make it difficult for U.S. companies to work with information about their EU-based employees, customers, investors and online users.

Crystal Ball 2016: Kitchen appliances, premium cars, toothbrushes — almost every product of the future will be "software-defined." That means the product benefits will be derived more and more from software-based functionalities, sensors and networking. The devices themselves and the materials will increasingly move into the background. Software development will be a key element of classical product development and product life cycle management. IT departments are facing a world where corporate IT and product IT are growing together. Also, the business and pricing models will change. They will be more service-oriented and personalized in the future. Probably we'll see more usage-based billing as well as new realtime-based pricing mechanisms.
— *Heinrich Vaske, editor-in-chief, Computerwoche*

Brown

Top story of 2015: One big story we've been tracking during 2015 is the Federal Communications Commission's (FCC) increasingly aggressive stance toward organizations blocking people's use of WiFi hotspots. This really started in late 2014, when Marriott got whacked with a $600 million fine, but the FCC started 2015 by announcing that it considered WiFi blocking or interference to be a "disturbing trend," and it would come down hard on hotels, convention centers and others that violate the rights of individuals to enjoy the benefits of the unlicensed wireless spectrum. The FCC was true to its word and slapped one Internet service provider with a $750,000 fine, a big contractor with a $718,000 fine and proposed a smaller fine for Hilton. Not everyone on the commission agrees with its enforcement efforts, and one questions whether it has "gone off the rails." Vendors are nervous that some of their product features essentially are being deemed illegal and have started to complain to the FCC as well about its actions. Expect more action here in 2016.

Crystal ball: Expect big-time consolidation in the big data and analytics market. We've been closely tracking the hundreds of millions in total dollars being pumped into dozens and dozens of new companies in this market. Many of them sound as though they're addressing important needs: helping organizations plow through gobs of big data faster and without needing a full-fledged data scientist. But a lot of the companies' pitches also sound awfully alike. Look for some to join forces and for others to get snapped up by the IBMs, Microsofts, Oracles and Googles of the world as 2016 goes along.
— *Bob Brown, online executive editor, news, Network World*

Löbering

Top Story of 2015: Microsoft released Windows 10 as a free upgrade and fundamentally changed the related business model from stand-alone software to a service. Centered on this new product, the former old-fashioned company reinvented itself as a modern, agile and innovative data, device and service ecosystem. From a technical perspective the step from Windows 8.1 to 10 was small, but with its flawless cross-platform coverage and terrific devices like Hololens, Xbox One, Surface Pro 4 and Surface Book, Microsoft regained its former strength.

Crystal Ball 2016: Bigger data and data intelligence! With the dramatic increase of connected devices and applications due to the all-pervasive digitalization of our lives and businesses, the amount of amassed data will explode again. Smarter analytics and deep-learning algorithms are necessary to improve the generation of unique business value. Access to relevant data and the ability to extract valuable information from it quickly is already a key to success for anyone involved in a digital business, but it will it become even more important next year.
— *Christian Löbering, editor-in-chief, IDG Tech Media (Germany)*

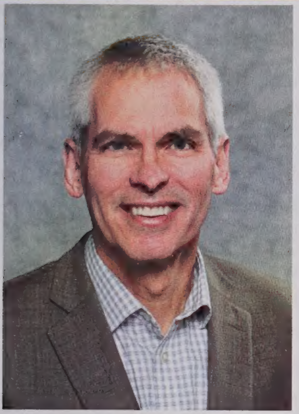
continued on page 4

OneonOne

Frank Gens

SVP and Chief Analyst

IDC



IDG World Update asked Frank Gens to provide an overview and some insight into IDC's IT Industry Predictions for 2016. Reach him at fgens@idc.com.

> "In 2016, two major stories will accelerate around the Internet of Things: an explosion in the variety and number of devices themselves and in the infrastructure that connects them, and the development of hundreds of thousands of apps and services that connect to them and provide value through them."

Each year I have the pleasure of leading an IDC-wide effort to pull together all the diverse pieces of the expanding industry into a single, coherent picture of what the future will bring in IT.

What's our overarching theme for the IT world in 2016? You won't be surprised that it starts with the continuing emergence of the 3rd Platform [mobile, social, cloud, big data]. Since 2007, IDC has predicted and tracked the emergence of the IT industry's 3rd Platform for innovation and growth — and its disruptive impact on every industry through the digital transformation (DX) it enables.

But what will be new in 2016? Scale will be the critical new ingredient in the unfolding battle for digital market success. In 2016, and over the next three to five years, we will see enterprises commit to a massive new scale of DX and 3rd Platform adoption, to stake out leadership positions in the "DX Economy."

We'll see massive scale-ups — 2-fold, 3-fold, 5-fold, and in some cases 100-fold, 1,000-fold and even 10,000-fold — in commitment to: digital transformation initiatives, 3rd Platform IT, the cloud, coders, data pipelines, the Internet of Things, cognitive services, industry cloud platforms and increasing customer numbers and connections.

Here are some of the details:

Digital Transformation (DX). In 2016, and over the next several years, enterprises will get much more aggressive pursuing digital transformation. By the end of 2017, two-thirds of G2000 [Global2000] CEOs will make digital transformation the center of their corporate strategy for growth and profitability. By 2020, the percentage of enterprises creating advanced DX initiatives will double, from today's 22% to almost 50%. From an IT standpoint: almost half of IT budgets will be directly tied to DX initiatives by 2020.

3rd Platform Technologies. Almost all DX initiatives will be built on 3rd Platform IT — this is an easy one: it's already true! Within two years, 3rd Platform technologies will exceed 50% of all IT spending, rising to well over 60% by 2020. Budgets for 3rd Platform technologies will grow 13% per year — over three times the rate of budget growth overall — while legacy IT budgets will shrink by almost 5%. By 2020, over 70% of 3rd Platform IT spending will be driven by entirely new DX apps and services, ones that didn't — and couldn't — exist on the 2nd Platform. IT spending will be driven more by doing entirely new things, rather than on using new technologies to do traditional things in a new way.

Cloud. We predict that by 2018, at least half of IT infrastructure and software spending will be for cloud-based offerings, reaching at least 60% to 70% by 2020. Spending on cloud technologies and services will triple between 2015 and 2020. Major software vendors' offerings will be almost 100% cloud-based by 2018. By 2018, 65% of all IT assets used by enterprises will be housed offsite in co-location, hosting and cloud data centers, and one-third of IT "staff" will actually be employees of organizations' third-party managed service providers — making hybrid cloud and multi-cloud IT environments the rule for most enterprises.

Internet of Things. In 2016, two major stories will accelerate around the Internet of Things: an explosion in the variety and number of devices themselves and in the infrastructure that connects them, and the development of hundreds of thousands of apps and services that connect to them and provide value through them. We predict that by 2018 the number of IoT devices installed worldwide will at least double to 22 billion, reaching over 30 billion by 2020. By 2018, the number of unique IoT apps will reach at least 200,000. To support their IoT initiatives, enterprises' spending on IoT devices and supporting systems in 2018 will grow to over $1.2 trillion — 1.5 times today's spending levels.

Developers. Enterprises' ability to grow and compete will increasingly depend on their digital innovation capacity, meaning the size and talent of their coder teams. And so we predict that by 2018, enterprises with DX initiatives will at least double the size of their developer teams; two-thirds of those developers will be focused on business innovation (vs. less than one-third today).

Data Pipelines. In the DX economy, innovation happens when the code we just talked about meets data. A growing priority for enterprises in 2016 and beyond will be to supply data to their digital innovators. IDC predicts that by 2018, companies pursuing DX initiatives will expand their sources of external data by three- to five-fold. The same companies will identify, syndicate and monetize some of their own data, and provide at least 100 times as much data to

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Key priorities

von Heimburg

ents. I am happy to say that our German team is on the right path, but for sure we can improve our performance. Another very important step is to accelerate our data business: we are creating significant additional revenues with our audience service TAP, and we are expanding our data services with SCORE. This is a fascinating technology where we are able to analyze the usage of our content in real time. These are huge assets for our lead-gen and data business. We are collecting data in the B2B area and, more recently, in the B2C world. Other important areas: boosting revenues in events, research and in the third-party partnerships.

— *York von Heimburg, president & CEO, IDG Germany*

Vlijter

Our focus at IDG Netherlands for 2016 is to become a profitable enterprise organization by increasing our top-line revenue. We will do this with more in-depth client conversations leading to a broader portfolio offering, while ensuring that our data, brands, content, research and social propositions stay best in class, because this unique combination is making the difference. Also, we have at the start of our fiscal year significantly cut costs, and at this stage we are continuously analyzing and optimizing internal processes and the new workflows using lean principles to find maximum efficiency. The only way to reach these objectives is to work as a team that is willing to stretch its boundaries, is open for feedback and gets up quickly after a setback. 2016 is game time!

— *Maringo Vlijter, managing director, IDG Netherlands*

Gallant

Our top priority is always to create compelling content that engages valuable audiences deeply and helps them be more successful in their jobs and lives. In 2016, we're undertaking a number of efforts aimed at enabling IDG to capture more value (read: revenue) from these IT and consumer readers and video viewers. Those efforts include our evolving e-commerce strategy and an expansion of our Insider registered content effort aimed at signing up critical audience segments and understanding better where they are in the buying process for vital new technologies. We need to know more about these audiences and provide information that helps them at every stage of the technology life cycle.

— *John Gallant, chief content officer, SVP, U.S. Media*

Ramanathan

As we enter 2016 we continue to see change within our worldwide markets, with some geographies changing faster than others, but we remain committed to driving profitable revenue growth into our local business units. We see that revenue growth concentrated in three areas: demand generation, marketing services and events, underpinned by high-impact display advertising. When we look at the ingredients for success we will continue to hit our client base hard with a big focus on face-to-face meetings, and we will need to see significant progress around alliance marketing, the content marketing practice and our social business portfolio if we are to achieve our revenue growth. IDG Global Solutions is in good shape; we have a settled strategy, clarity in our approach and so for us 2016 is about backing ourselves to get the job done.

— *Kumaran Ramanathan, chief executive, IDG Global Services*

D'Mello

At IDG India, we want to carry forward the underlining theme of growth in 2016. We hope to achieve growth by addressing three key aspects.

1. Growth in audience segments by expanding beyond the CIO community to include a broader cross section of IT decision makers at various levels and specialists such as CSOs.

2. Growth in product portfolio across our media brands (launch of new events and websites), new services in content and video and new data-driven programs including audience extension and retargeting.

3. Growth in customer spending with IDG, which is closely tied to the first two but equally a factor of focused training and the cultivation of best practices when it comes to sales and account management.

— *Louis D'Mello, president & CEO, IDG Media Private Ltd.*

It almost goes without saying that our number one priority is to reach our FY16 profit goals for IDG U.K. and Sweden, but, putting that aside, there are number of areas of key focus this financial year. An immediate issue is responding to ad blocking

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Key priorities

Gould

developments. We, like everyone else, are feeling the rise of this threat on our sites, and we are working on trialing a number of different approaches and working with the newly formed Strategic Development Center focused on ad blocking to navigate the options. On the products side we are reviewing all of our areas of business, determining just how well structured they are for the future. Many of our successful solutions are established but were formed many years ago, and whilst they may still be successful and profitable now, we cannot guarantee that this will be the case in the future. So we want to ensure that they are optimized for the future and designed well for the seismic changes we are seeing both in the media and tech sectors. Finally, our people. We are aiming to increase the investment into and support of all our employees so that they are bang up-to-date on all the new ways to manage their work loads and remain at the forefront of their professions. The understanding of technology, tools, analytics and market data are fundamental to successful media professionals and a thriving media company.
— Kit Gould, CEO and managing director, IDG U.K. and Sweden

Lalchandani

Our region's (Middle East, Turkey and Africa) key priorities in FY16 are to a) build sustainable growth in the government sector (ICT development agencies, telecom regulatory authorities, Ministry of Communications and IT), b) introduce the line-of-business product line at IDC CIO Summits, c) build IT Executive Programs strategy for further growth, most notably in the Gulf countries and d) drive up strong growth across telcos. It will be a challenging year, given the overall economic environment, however, we are focused towards achieving our goals by building more efficiencies and leveraging a new delivery center planned in Cairo, Egypt, at the start of CY2016.
— Jyoti Lalchandani, VP & regional managing director,
IDC Middle East, Turkey & Africa

My number one priority for 2016 is to continue to expand our business and continue growth. We need to keep a strong focus on our long-term transformation from a traditional mass media company to a peer-to-peer business where data is the foundation. We have already started a project that collects significantly more data about each user of our online services. The challenge will be to find out how we can use this data and how we use it to target the user. We want to be able to show related events, courses and white papers to the user, so we are able to increase our database with even more people, including C-level people. In addition, we need to reboot our traditional means of reaching out to our users and readers. In a way we are starting our own "self-disruption" by turning our site into a paid content universe, where companies can access our readers by choosing to post their own content through a self-service advertisers' platform. Let's dare a little more and win much more. Yesterday was fun — tomorrow is exciting.
— Brian Holmgaard, CEO, Computerworld A/S (Denmark)

Holmgaard

London

Our top priority for FY16 is communicating the IDG story consistently around the world. By simplifying our messaging and clarifying our offerings, IDG will have a unified voice. We will push ourselves to view everything that we do through the customer lens to understand their challenges and credibly address their needs. This will drive growth across all metrics: revenue, audience and talent.
— Josh London, chief marketing officer, IDG Communications

Viragh

It's hard to describe the state of the media in Hungary right now, and it's even harder doing it while bypassing the issues of daily politics. We're supposed to walk on thin ice here, but the competition forces us to run — exciting times, indeed! We have high hopes for all of our brands, especially Computerworld. We'll broaden the focus of our B2B events and try to find new synergies here with our B2C partners too.
— Martón Viragh, managing director, Project/029 (Hungary)

Pastor

Our highest priority for the new year is to consolidate the digital transformation that we fully completed during FY15. IDG Spain is now a 100% digital company. Also another top priority is to increase the total revenues of IDG Spain. Happy New Year to all IDG colleagues!
— Manuel Pastor, country manager, IDG Spain

This year was our pivotal time for changing from assumption-based content into analytic and data-driv-

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Key priorities

Landen

en editorial work. It has been often said that we do not aim for robotic journalism but rather well-grounded analytics and data-supported knowledge on what our readers really want. We on the consumer side in Sweden really got this in play in 2015, and it has proven to be truly successful. During 2016 our goal will be to monetize this great content, and if 2015 has been a third-party year, 2016 will need to balance all parties. We must manage first-party monetization by actually charging visitors for our best content and packaging it so it is worth the money. We will continue the struggle on how to handle ad blocking for our second-party monetization, which is still the breadwinner for us, and, of course, we need to exceed all targets and expectations on third-party monetization. We will do this by thinking about monetization mainly in how we publish but also when we choose content. "Comtent" is the thing in 2016.
— Jesper Landen, B2C publishing director, IDG Sweden

Melker

We achieved our broader market engagement last year and plan to accelerate this in 2016. Our analysts are exploring new ways to package our research to make it easier to buy and drive business value from. We are also actively working with our clients on new sales enablement tools to better prepare them for the new IT buying trends. Events continue to be an important part of our portfolio, and we are excited to introduce new local events on Digital Transformation, Customer Experience, Governance Risk Compliance and Data Center Transformation.
— Per Melker, managing director, IDC Nordic

Villate

In IDC Latin America, our top priority is to leverage the digital transformation (DX) market to grow our business. In the midst of the worst slowdown in a decade, Latin America needs to reinvigorate once more through innovation. Digital transformation will become the foundation for it. Our clients need to address their DX strategy to Latin American CIOs and business leaders, and the IDC Latin America team will be there to help them identify market opportunities, assess their competitive situation and enable their go-to-market strategies.
— Ricardo Villate, group VP/Latin America, IDC

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Top story, key prediction

Jacobsen

Top Story of 2015: For Computerworld Denmark, Windows 10 was the biggest story of 2015. The eagerly awaited launch was the crowning achievement of the "New Microsoft" in a year full of positive Microsoft stories including the success of Office 365 (and 2016), Surface Pro 4 and the surprisingly capable Surface Book. Not even controversy concerning the privacy settings in freshly installed Windows 10 PCs could dim Microsoft's light this year.

Crystal Ball 2016: The connected car is the star of 2016. We spend billions of dollars worldwide on our cars every year. Yet the cars have remained dumb through the last 30 incredible years of IT development. This is already changing with companies such as Nvidia, Apple, Google and Verizon trying to get a piece of the lucrative car market and players like Mercedes and BMW getting into the sharing economy. In 2016 this trend will accelerate with more key automakers making strategic partnerships with the IT companies they hope will make their cars more appealing to consumers.
— Lars Jacobsen, editor-in-chief, Computerworld Denmark

Ragan

Top Story of 2015: The top story of 2015 is, in my opinion, the U.S. federal government's Office of Personnel Management hack. The data compromised poses a significant risk to those involved, as well as those who served as sources of data for verification (neighbors, relatives). The records compromised map a person's entire history, including things that hostile nations can use as leverage when attempting to gain additional intelligence. The fact that biometric data was also compromised is equally as damning, because it can be used for verification and authentication.

Crystal Ball 2016: Looking ahead to 2016, I think that criminals will continue to focus on data-driven initiatives. On one hand, the number of data breaches involving medical records and personal information will spike. On the other, criminals will continue to develop types of ransomware, which can be used to not only encrypt data and hold it hostage — it can send copies of the encrypted files back to the criminal for later retrieval. Financial attacks are good short-term wins for criminals, but data has a long life and is easily recycled.
— Steve Ragan, senior staff writer, CSO

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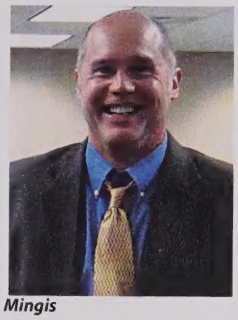
Top story, key prediction

Top Story of 2015: The arrival of Windows 10 in late July — and Microsoft's strategy to try to get it on as many computers and mobile devices as possible — was the biggest tech story of 2015. Windows 10 is a make-or-break OS for Microsoft, given its lackluster predecessor (Windows 8/8.1). Not only is Windows 10 a new OS, but it upends years of installation routines for users and companies alike. Microsoft now sees Win 10 as a continually updated "service" rather than as a discrete operating system with discrete updates on a regular schedule. That's a major change for IT shops, which are still grappling with how best to update workplace computers — and it's one reason many companies are holding off until 2017 or 2018 before making the jump.


Mingis

Crystal Ball 2016: The encroachment of tablets in the workplace as laptop/desktop replacements will pick up steam in 2016. That's because of the arrival this year of Microsoft's updated Surface Pro 4 and, more importantly, Apple's iPad Pro. These two-in-one hybrid devices — It's a tablet! No, it's a laptop (if you have the accessory keyboard)! — both have the computing power needed to run enterprise-level apps. That's going to make them much more attractive to workers (and companies) with mobile needs. Given the prominence of iOS devices — especially the iPhone — in the workplace, the infrastructure is already in place for companies to begin offering their employees the iPad Pro as a laptop/desktop alternative. And the rivalry between Microsoft and Apple in this space should spur both to great innovation in the year ahead.
— Ken Mingis, executive editor, news and strategy, Computerworld

Top Story of 2015: Enterprises received a big and unwelcome surprise in October when a European Union court ruling swept away the legal underpinnings that had for years allowed data to be easily transferred between European and U.S. organizations. In declaring the so-called Safe Harbor agreement invalid, the European Court of Justice put the spotlight on the lack of privacy protection in the U.S. compared to Europe. That issue has also roiled the cloud services market, as vendors vie to demonstrate to European customers that their data will be safely stored in local data centers. For now, multinational companies are relying on alternative legal tools to keep trans-Atlantic data flowing and business running, but it's crucial that U.S. and European regulators conclude ongoing negotiations and put in place a new data transfer framework.

Heichler

Crystal Ball 2016: For years, artificial intelligence languished in the purgatory of "technologies that never lived up to the hype." But academics in the field didn't give up, and we've seen big bets placed on machine learning by the likes of Facebook, Google, Microsoft and IBM. Chip architectures that are tuned for AI workloads will accelerate adoption, particularly in the arena of personalized, "assistant" technology. Now, can we agree to stop making the majority of these virtual servants feminine in voice, name or personality? That's just creepy.
— Elizabeth Heichler, VP, editorial director, IDG News Service

Top Story of 2015: Most significant trend of 2015: As I predicted in 2014, it was Windows 10 — and Microsoft in general. The company pulled out all the stops, launching a major revamp of its flagship PC operating system, as well as its flagging smartphone OS, Windows 10 Mobile. You need hardware to run software: We expected Microsoft to launched its next-gen hybrid, the Surface Pro 4, but we did not expect the Surface Book premium two-in-one laptop as well. There were even new Windows Phones. On top of all that, Microsoft thrilled the tech world with HoloLens, an augmented reality platform that Apple and Google definitely do not have.

Riofrio

Crystal Ball 2016: Add to Windows 10 Intel's Skylake CPUs, a new generation that is appearing in thinner, lighter, faster, longer-lasting PCs. The pieces are coming together: a good OS, a good CPU, and even good peripheral technologies like USB-C and Thunderbolt. In 2016 we should see a renaissance of PCs. Mobile will lead, but from tablets to hulking gaming rigs, it'll all be good.
— Melissa Riofrio, executive editor, PCWorld

Top Story of 2015: The most important stories of 2015 were the launch of Windows 10 – and the global transformation Microsoft is experiencing; Dell's bold move in enterprise IT with the EMC acquisition, and the Apple-IBM partnership for business mobility. The latter is something that we may not have fully understood yet.

Crystal Ball 2016: Italian small and medium businesses in the manufacturing and design sectors are looking at IoT as a way to improve their offerings, optimize the industrial processes and to transform their business proposition by leveraging the collected data. This will drive big data, storage and cloud needs.
— Andrea Grassi, editor, Computerworld and CIO Italia ■

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Key priority

Dolaher

"Up and to the right" is a key strategic direction for IDG in 2016, and our first priority will be to support the company in this effort. Growth will be key, whether it be growing our portfolio, growing our individual events, continuing to grow our ability to deliver excellence to our customers or expanding work in our communities. We look forward to a year of great success for IDG, our partners and our colleagues.
— Mary Dolaher, CEO, IDG World Expo

Abaterusso

We are very proud to say that Computerworld and CIO are back in Italy with Fiera Milano Media as a strong publishing partner. Last year we relaunched titles that had been in the Italian market for a long time but stopped publication in 2014. We focused on three main topics: building the audience data; creating a set of event and networking moments; and expanding the audience from the CIO and IT staff to CMO, CEO and other C-levels. In 2016 we will continue to work on these topics but will also improve our activities on social networks; that is becoming an increasingly important traffic source and audience profiling tool.
— Enrico Abaterusso, business unit manager, Fiera Milano Media

Au

After a successful year in FY15, I would like to see IDC A/P achieve another year of strong results by stretching ourselves to learn new skills and explore new approaches beyond delivering our current product offerings. As we enter into the age of Digital Transformation, there is a heightened sense of urgency for our customers and their customers to understand how every technology can help improve work processes, customer engagements and organizational capability. This is giving us new opportunities to accelerate our business in different parts of the enterprise. My top priority in FY16 is to ensure the team penetrates further into our customer base, both in the vendor and end user markets. We have to move faster to stay ahead of the game, and that means we need work across teams and beyond the boundaries of A/P. We have seen excellent results by working with the worldwide teams from IDC U.S. and we look forward to further collaborative efforts in the new year.
— Eva Au, managing director, IDC Asia Pacific

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IDC Predictions

the marketplace as they do today. They'll be in a race for data to fuel innovation — both as consumers and providers!

Cognitive Systems. IDC predicts that 2016 to 2018 will be a critical takeoff period for developers using cognitive technologies/services. By 2018, at least 50% of developer teams will embed cognitive services in their apps/services (vs. less than 1% today). Our team also predicts that cognitive solutions will deliver over $60 billion in productivity savings in just the U.S. alone — driving next best action/suggestion intelligence directly to employees and customers in real-time in every industry.

Industry Cloud Platforms. Industry cloud platform creators like GE, John Deere, Johnson Controls and United HealthCare are providing epicenters of innovation, growth and disruption in their own industries by aggregating industry data, inviting in industry-focused developers and creating innovation communities that fundamentally reinvent what those industries do. By 2018, the number of Industry cloud platforms will grow four- to five-fold, from today's more than 100 to close to 500. By 2018, over 50% of large enterprises will create and/or partner with industry cloud platforms to distribute their own innovations and to source others'.

Customer Scale. IDC predicts that — using the cloud, mobile, social, IoT, cognitive, industry cloud platforms and other 3rd Platform ingredients — 60% of B2B and 80% of B2C enterprises will overhaul their digital front doors, and the back office systems that support customer engagement, to scale up the number of customers they do business with by as much as 1,000 to 10,000 fold. They'll do this by:
1) serving smaller companies and consumers
2) tracking individuals in companies as customers (this is a fast-rising trend)
3) using APIs to massively scale up indirect customers through digital channel partners.

IT Suppliers. The scale-up of the DX Economy will certainly take its toll on some in the IT industry. By 2020, IDC predicts that 30% of today's IT suppliers will no longer exist as we know them now, which means they may not completely disappear but will be acquired, merged, downsized or significantly repositioned.

Looked at together, we see these ingredients — rising DX commitment, majority 3rd Platform adoption, cloud-first, scale out of the IoT edge, expansion of developer teams, scale up of data feeds in and out, cognitive embedded to deliver real-time insights everywhere, scaling up supply and distribution networks through industry platforms, scaling up customers and customer intimacy and fundamentally reassessing IT suppliers' relevance in this "DX at scale" world — as the core recipe for success for IT suppliers and their customers competing for leadership in the expanding and disruptive DX Economy. ■

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

31
Ruth Bell *IT World Canada*

30
Brad Thorpe *IDC*

28
Bob Brown *U.S. Media*

27
Ken Fuller *IDG Credit*

26
Steven Frantzen *IDC CEMA*
Sylvie Merkling *IDC France*

24
Claudia Völk *IDG Germany*

23
Barbara Kitzis *IDC*

21
Jeannie Button *IT World Canada*
Robert Farish *IDC Russia*
Bob Gleason *IDG Tech Services Group*
Lorena Vega *IDC Chile*
Natalia Vega *IDC Chile*

20
Sung Chik *IDG International Controllers Office*
Andrzej Jarosz *IDC Poland*
Junichi Saeki *IDC Japan*

19
Keith Shaw *U.S. Media*
Anders Elbak *IDC Nordic/Denmark*
Mathew Heath *IDC U.K.*

18
Deanne Hart *IDC*

17
Becky Bogart *U.S. Media*
Joaquin Hevia *IDG Spain*
Jana Pelikanova *IDG Czech Republic*

16
Martin Bayer *IDG Germany*
Donna Butts *IT World Canada*
Joshua Budd *IDC CEMA*
Rosie Secchi *IDC U.K.*
Ulrika Dratwa *IDG Sweden*
Dan Vesset *IDC*
Kathy Nagimine *IDC*
Thomas Richard *IDC*

15
Matthias Teichmann *IDG Germany*
Kresimir Alic *IDC Croatia*
Ana Papez *IDC Croatia*
Jennifer Thomson *IDC Italy*
Johan Wikberg *IDG Sweden*
Doris Hernandez *IDC Latin America*

14
Ewa Janda *IDC Poland*
Jaroslaw Smulski *IDC Poland*
Laura Torrejon *IDC Spain*

13
Diane Gittlen *U.S. Media*
Emir Halilovic *IDC CEMA*
Mitri Roufka *IDC CEMA*
Tomasz Sloniewski *IDC Poland*
Ewa Zborowska *IDC Poland*
Alfredo Curiel *IDC Latin America*

12
Magdalena Brandt *IDC Poland*
Rainer Kaltenbrunner *IDC Austria*
Dan Yachin *IDC Israel*
Danielle Thorne *IDG Connect*
Ana Lico *IDC Brazil*
Keith Bagley *IDC*

11
Sabine Wagner *IDG Germany*
Gabriel Coimbra *IDC Portugal*
Teruo Negishi *IDC Japan*

10
Stephanie Alonso Schmitt *IDG Germany*
Rama Bhardi *IDC Middle East, Turkey and Africa*
Onesmus Mbogo *IDC East Africa*
Colleen Boucher *IDG HRIS*
Agata Carroll *IDG Global Solutions*
Bibiana Coimbra *IDC Portugal*
Valerie Rolland *IDC France*
Alys Woodward *IDC U.K.*
Philip Hirons Jr. *IDC*
Pamela Torchinsky *IDC*

9
Erica Foster *U.S. Media*
Hana Chmelova *IDC CEMA*
Damian Godos *IDC Poland*
Przemek Kowalski *IDC Poland*
Alexander Prokhorov *IDC Russia*
Matthias Kraus *IDC Germany*
Mareen Ophoff *IDC Germany*
Daniel Binett *IDG Sweden*
Douglas Bell *IDC*

8
Matthew Finnegan *IDG U.K.*
Asli Kockal *IDC Turkey*
Zuzana Kovacova *IDC CEMA*
Karlo Pernek *IDC Croatia*
Daria Sorokina *IDC Russia*
Miroslav Sykora *IDC CEMA*
Adrien Tenyi *IDC Hungary*
Didier Krainc *IDC France*
Daniela Rao *IDC Italy*
Dominik Blaszczykiewicz *IDG Poland*
Marcelo Leiva *IDC Chile*
Leslie Hand *IDC*
Vito Mabrucco *IDC*

7
Natalia Milko *IDC Ukraine*
Katherine Noyes *IDG News Service*
Sander van der Meijs *IDG Netherlands*
Joao Paulo Bruder *IDC Brazil*

6
Corissa Donaghy *U.S. Media*
Ashley Starr *U.S. Media*
Kerstin Langenfeld *IDG Germany*
Jill Lundy *CIO Executive Council*
Estelle Chapin *IDC France*
Karin Enblom *IDG Sweden*
Andrea Valencia *IDC Mexico*

5
Ken Lynch *U.S. Media*
Lauren Moranski *U.S. Media*
Maximillian Halbinger *IDG Germany*
Mark Jervis *IDG U.K.*
Jan Dolezel *IDC CEMA*
David Muhlbach *IDC CEMA*
Prateek Shah *IDC Middle East, Turkey and Africa*
Kelly Wong *CIO Executive Council*
Kristina Clark *IDG Connect*
Alison Lutes *IDG Strategic Marketing Services*
Jason Tenenbown *IDG Strategic Marketing Services*
Jane Doorly *IDC U.K.*
Sebastien Lamour *IDC France*
Maria Widegren *IDG Sweden*
Piotr Wtulich *IDG Poland*
Daniel Povis *IDC Peru*
Vanessa Thompson *IDC*
Elaine Duncan *IDC*
Holly Muscolino *IDC*

4
Colin Neagle *U.S. Media*
Richard Beagley *IDG Global Solutions*
Zdenek Krouzel *IDC CEMA*
Kerstin Müller *IDC Austria*
Steve Wills *CIO Executive Council*
Carolyn Yanuskiewicz *IDG Training & Development*
Joel Weisberg *IDG Strategic Marketing Services*
Mike Cansfield *IDC U.K.*
Olivier Coredo *IDC France*
Helene Fily-Chenebaux *IDC France*
Susana Santos *IDC U.K.*
Nathalie Hellerstedt *IDG Sweden*
Agata Gozdzik *IDG Poland*
Annelies Bos *IDG Netherlands*
D.Y. Lee *IDG Korea*
Yu Yamaguchi *IDC Japan*
Evelyn Pineda *IDC Mexico*
Michael Thorp *IDC*

3
Eric Pivnik *U.S. Media*
Christian Daxberger *IDG Germany*
Rob Richardson *IDG Global Solutions*
Paula Fernandes *IDG International Controllers Office*
Babatunde Afolayan *IDC West Africa*
Olga Babinina *IDC Russia*
Jan Bures *IDC CEMA*
Konstantin Makarenkov *IDC Russia*
Jaroslava Skapova *IDC CEMA*
Roberta De Ponti *IDC Italy*
Matthias Johansson *IDC Nordic/Sweden*
Chrystelle Labesque *IDC U.K.*
Peter Sörensen *IDC Nordic/Sweden*
Sebastian Watras *IDG Poland*
Yukihisa Hode *IDC Japan*
Ondrej Hergesell *IDG Czech Republic*
Paul Hughes *IDC*

2
Jason Hong *U.S. Media*
Marina Chugalskaya *IDC Central Asia*
Marketa Lomogova *IDC CEMA*
Stepan Postler *IDC CEMA*
Allysa Zemke *CIO Executive Council*
Johan Hallberg *IDC Nordic/Sweden*
Andrea Siviero *IDC Italy*
Johan Waak *IDG Sweden*
Akiho Tsuzuki *IDC Japan*
Yukie Tamamoto *IDC Japan*
Seiichiro Yoshii *IDC Japan*
Michaela Dvorakova *IDG Czech Republic*

1
Dave Pucci *U.S. Media*
Brian Wong *U.S. Media*
Florian Maier *IDG Germany*
Jiri Alexa *IDC CEMA*
Petr Bregin *IDC CEMA*
Eva Filipova *IDC CEMA*
Petra Krizova *IDC CEMA*
Jan Prenosil *IDC CEMA*
Vladislav Sidevich *IDC Russia*
Renata Strnadova *IDC CEMA*
Sarah Stokes *IDG Strategic Marketing Services*
Charlotte Cerracchio *IDC U.K.*
Angela Raja-Ross *IDC U.K.*
Magda Tripoli *IDC Italy*
Shinichi Shiiba *IDC Japan*
Robert Eastman *IDC*

Wanted: Your office photos

The Photo of the Day feature on the home page of IDG Central lets you share a quick look at what's happening at your business unit. All employees are invited to send photos depicting a little slice of life at the office, at an event, a staff meeting, etc.

Send the photo with a short description to idgcentral@idg.com.

IDG, IDC businesses conclude 2015 with community service, holiday cheer

LYNN HOLMLUND

Employees at IDG's 492 OCP office worked with SMOC, a social services agency in Framingham, to purchase gifts for 40 children in need. (L-R): ***Jason Fleckles****, account executive, IDG Enterprise;* ***Kimberly Andrews****, account director, Events, IDG Enterprise;* ***Kathy Rebello****, account director, IDGTechNetwork;* ***Buddhadeb Paul****, digital product manager, IDG U.S. Media;* ***Kristina Clark****, operations coordinator, Digital Account Services, IDG Connect.*

JOE MOLA

Among the attendees at IDG Communications' holiday gathering for Framingham and Boston employees were (l-r): VP/Global Training and Development ***Laurie Butson****, IDG Communications Worldwide CEO* ***Michael Friedenberg****, Training & HR Project Specialist* ***Carolyn Yanuskiewicz****, Training & Development Coordinator* ***Jordan Nuerminger*** *and Senior HR Coordinator* ***Emily Hanoian****.*

KAREN TIMONS

Four teams of IDC employees in Framingham marshalled their construction talents for a gingerbread housebuilding competition. (L-R): ***Suya Xiong****, senior research analyst, IDC IT Executive Program;* ***Martha Rounds****, research agenda manager , IDC IT Executive Program;* ***Michael Fletcher****, Associate VP;* ***Daniel Murphy****, VP/End User Sales;* ***Bell Keyworth****, VP/Research, IDC IT Executive Program;* ***Alfred Simone****, client relationship manager;* ***Megan Roman****, client relationship manager; IDC IT Executive Program.*

IDG Germany's celebration included an appearance by the band "Close Enough," which debuted at last year's company party. IDG Germany President and CEO ***York von Heimburg*** *(second from right) took the stage with some of the band members (l-r):* ***Karsten Schmidt*** *(IDG Business),* ***Andy Schackow*** *(IDG Tech Media) and former employee Patrick Woods.*

IDG Global Solutions started their festivities in the office before heading out to a London restaurant. (L-R): ***Preya Shah****, director, Strategic Clients;* ***Briony Rowe****, events director;* ***Richard Beagley****, senior director, Strategic Clients;* ***Karen Blythe****, associate director, Sales Activation;* ***Achim Schaefers****, sales director; and* ***Christina Carstensen****, group client business director.*

View more holiday photos on IDG Central.

IDG World Update
EMPLOYEE NEWS AND INFORMATION

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